



Marketing & Web Ops Manager

Nivati, the leading mental health platform for employers, is looking for a person to oversee website operations and marketing analytics. This includes our website tech stack, Google Tag Manager, Analytics, and CRO/Landing Page technologies.

As a Marketing Ops Manager, you will have the responsibility and oversight of our most important marketing asset, the website. The ideal candidate will have deep familiarity with managing projects for WordPress websites. They will be able to handle many front-end web updates themselves as well as have the technical knowledge required to speak with both technical and non-technical professionals and to facilitate those conversations. They will be responsible for ensuring uptime, resourcing development needs, ensuring proper data analytics collection, tracking, and conversion optimization. Key to this role is the ability to view our website as a conversion tool and recommend opportunities to improve the experience by coordinating with our lifecycle, and product teams.

A candidate that is passionate about mental health, promoting a positive and healthy routine in life is a plus. This position will report to the VP of Marketing, and work directly with our marketing lifecycle manager, product teams, and tech teams. This position is a fully remote position and the candidate must be comfortable working with a remote team. Duties for this position will fall in three primary areas, website management, analytics, conversion optimization:

Areas of Responsibility

1. Website Management

- Manage all marketing website projects. This includes improving overall website performance, managing our CMS, etc.
- Manage and prioritize our website roadmap
- Design, develop and manage Front-End experiences
- Act as liaison with tech team for back-end infrastructure needs
- Oversee and keep track of on-site SEO needs
- Document web process
- Work with marketing and product teams to layout content architectures.

2. Web Analytics and Tracking

- Managing google analytics and tag manager setup and implementations

- Oversee data processing compliance, user tracking consent, processing of Personally Identifiable Information, and compliance with ADA WCAG guidelines.
- Build out necessary website reports
- Ensure conversion tracking works and is updated with lead conversion changes

3. Conversion Optimization

- Work with the lifecycle marketing team to ensure an efficient experience with the website.
- Oversee the technical aspects of landing page technology,
- Oversee our user experience tools and implementation on the website.
- Ensure lead capture and processing functions as needed.

Ideal Candidate

The Right Skills

- Ability to work in (read/write) HTML, CSS, and Javascript
- Solid understanding of the modern web environment
- Experience managing developers and website projects
- In-depth familiarity with WordPress and the web development process
- Ability to update, edit and create web content using a CMS
- Experience capturing, documenting, and communicating web processes

Bonus Skills

- Experience managing overseas developers
- Familiarity with web marketing technologies such as Hubspot, Intercom, salesforce etc.
- Experience with Google Analytics (Universal Analytics, GA4, or Firebase for Apps)
- Experience with Google Tag Manager, and container deployment.
- Up-to-date SEO understanding

Success will be measured on

- Traffic efficiencies, and user engagement of the website.
- Roadmap management and project management deliverables
- Conversion ratios, and conversion tracking

About Nivati

Excellent mental health requires more than just counseling. Nivati provides the most tools for a complete approach to employee mental health. With a broad array of tools—including counseling, coaching, meditation, yoga, nutrition, massage, and financial wellbeing—Nivati allows companies to address the unique mental health journey of their employees with a content library, downloadable resources, and scheduling one-on-one with any of our practitioners. By actively addressing mental health with Nivati, companies can provide a significant impact on employee engagement, retention, and overall employee health. Learn more at Nivati.com

We are committed to equal employment opportunity without consideration of race, color, religion, ethnicity, citizenship, political activity or affiliation, marital status, age, national origin, ancestry, disability, veteran status, sexual orientation, gender identity, gender expression, sex or gender, or any other basis protected by law. We also consider qualified applicants with criminal histories, consistent with applicable federal, state, and local law. If you have a disability or special need that requires accommodation, please let us know.

How to Apply

To apply please send a cover letter and resume to David Malmberg, VP of Marketing.

David Malmberg - dmalmberg@nivati.com