

WHO WE ARE

Sware mission is to help the healthcare industry improve the lives of patients by making it easier for them to adopt and maintain cutting-edge SaaS technologies. Over the next 10 years, the research being done today will turn into therapies that will revolutionize how we treat cancer and other illnesses. We are doing our part to help these innovations get to patients quicker, and safer.

Combining automation with deep validation expertise, our software ensures the technologies used to bring new products to market meet the regulatory/compliance requirements of the FDA and global health authorities. Sware was founded by a team of validation experts who have been at the forefront of the Life Sciences software industry for 20 years and have helped over 250 companies transform how they research, manufacture, and monitor the safety of their therapies.

OUR VALUES

- Do the Right Thing
- Listen and Collaborate
- Be Accountable
- Celebrate Diversity

THE POSITION

The DIGITAL MARKETING SPECIALIST is responsible for executing and optimizing Sware's digital marketing strategy across multiple channels. This role manages the company's online presence, driving engagement through LinkedIn, email marketing, paid and organic campaigns, and thought leadership initiatives. The digital marketing specialist partners closely with the Marketing team and cross-functional teams including Sales, Product, and Customer Success, to strengthen brand awareness, generate qualified leads, and highlight customer impact within the life sciences community. This position requires strong creative and analytical skills, including comfort with AI marketing tools, video editing, and marketing automation platforms to ensure campaigns are effective, data-driven, and aligned with Sware's growth objectives.

***Note:** This position is 100% remote based anywhere in the United States. No sponsorship or relocation assistance is available.

RESPONSIBILITIES

- Manage and grow Sware's LinkedIn presence, including company page management, employee engagement, and community interactions.
- Engage with industry communities, partners, and customers on LinkedIn to amplify Sware's voice and strengthen brand presence.
- Plan and execute paid and organic social media campaigns, optimizing content for reach, engagement, and conversion.
- Produce and promote LinkedIn Live sessions and other thought leadership content.
- Develop and edit short-form videos for series showcasing Res_Q use cases and customer stories.
- Support the creation and execution of email marketing campaigns via HubSpot
- Leverage AI marketing tools and insights (e.g., generative content, AI search trends, predictive analytics) to enhance campaign performance and personalization.
- Track and report key performance metrics to inform campaign strategy and continuous improvement.

YOU ARE A GOOD FIT IF:

- 3+ years of experience in digital or integrated marketing, preferably in life sciences, SaaS, or healthcare technology
- Proven ability to manage social media strategy and executions, especially on LinkedIn
- Experience with paid social platforms, preferably LinkedIn Campaign Manager
- Working knowledge of HubSpot or another marketing automation platform for email campaigns and analytics
- Video editing and production skills
- Strong copywriting and storytelling abilities with attention to brand tone and compliance
- Highly organized with strong communication skills

OUR BENEFITS

- Remote work environment: A collaborative, team-oriented environment, the ability to own your own schedule (work your local time zone), and the opportunity to grow at Sware over many years
- Competitive salary
- Meaningful Equity
- "Family First" company mission
- Top-of-the-line healthcare (medical, vision, and dental), with 100% paid coverage for employees + generous coverage for dependents
- 401k plan
- Unlimited PTO
- Life Insurance

We are an equal opportunity employer and value diversity at our company. We do not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.