



## **JOB DESCRIPTION**

**JOB TITLE:** Marketing Coordinator / Jr. Designer      **STATUS:** Non-Exempt Full-Time

**REPORTS TO:** Digital Marketing Manager

**DIRECT REPORTS:** None

This job description is intended to be a general statement about this job and is not to be considered a detailed assignment. It may be modified to meet the needs of the organization.

### **MARKETING COORDINATOR / JR. DESIGNER, SAN DIEGO, CA**

CNECT, a national healthcare Group Purchasing Organization (GPO) is seeking to hire a Marketing Coordinator/Jr. Designer to work remotely in their home office in the West Coast. The marketing coordinator/jr. designer position will be responsible for assisting with the creative direction and coordination of all CNECT marketing initiatives. This entry level role will report to the Digital Marketing Manager and will collaborate with the CNECT marketing team to coordinate brand awareness and support the overall brand and sales vision. Most of the collaboration and development is hands on work: assisting with the creation and design of marketing graphics and coordination of all marketing projects.

### **ESSENTIAL JOB FUNCTIONS**

- At the direction of the Digital Marketing Manager, assist in creation, designing, and editing of marketing materials (both print and web-based) ranging from thought leadership content, copywriting, web content, email campaigns, sales flyers, company literature, promotional support and other corporate branding initiatives while ensuring corporate identity is intact and maintained consistently.
- Upkeep CNECT's social media calendar and assist in the creation of posts and captions. Publish to our various social media channels through Hootsuite. Must have knowledge of digital trends and be able to translate them to fit CNECT's goals and messaging.
- Assist in maintaining / updating CNECT's website via WordPress

- Schedule marketing eblasts, and assist with email campaign design and layout through Salesforce Marketing Cloud
- Analyze data and upkeep fields in CRM to maintain reports and email lists
- Run Salesforce reports with criteria provided by Digital Marketing Manager
- Assist with managing live webinars via GoToWebinar including registration, communications, importing into CRM, and tracking analytics
- Coordinate with printer and other vendors for quotes, samples, and orders.
- Assist with maintaining shared files in an organized and comprehensive system
- Support the marketing team throughout the execution of projects and campaigns
- Other duties as assigned

## **QUALIFICATIONS**

### **Required Skills**

Must have a good eye for design, excellent writing and grammatical skills, and the ability to manage multiple projects and programs concurrently. Proficient working knowledge of Adobe Creative Cloud (Photoshop, Illustrator, InDesign) a must. Exceptional level of detail orientation and organization. Ability to work in a highly collaborative team environment. Working knowledge of relevant Windows based software packages and computer systems is required. Experience with Salesforce and Salesforce Marketing Cloud is highly desired.

### **Education/Experience**

A Bachelor's degree in one or more of the following areas: Design, Marketing, or Communications. This is an entry level design position.

## **PHYSICAL REQUIREMENTS**

- Ability to sit or stand for long periods of time
- Ability to reach, bend and stoop
- Physical ability to lift and carry up to 20 lbs.

## **HIPAA/COMPLIANCE**

- Maintain privacy of all patient, employee and volunteer information and access such information only on as need to know basis for business purposes.
- Comply with all regulations regarding corporate integrity and security obligations. Report Unethical, fraudulent or unlawful behavior or activity.
- Adhere to organizational policies and procedures regarding data sharing

## **ABOUT CNECT**

CNECT, a national Group Purchasing Organization (GPO) with over 40 years of industry experience, signs up an average of 20 new members every week granting them discounts and services specifically designed to enhance their financial strength. Without compromising quality, we strive to leverage the lowest possible price on contracted services and products for our 7,000+ members. CNECT is affiliated with Premier, one of the nation's largest GPOs. Through this affiliation, our members have access to a comprehensive savings portfolio that includes thousands of contracts covering all aspects of an organization's purchasing from med/surg supplies to office furniture, car rentals and cell phone services. Dedicated member support, detailed analytics, individualized program development, and training opportunities are just the start in which CNECT assists members to realize the total value proposition of their GPO relationship. Current members receiving CNECT's focused attention and enhanced customer service today include health care, social service and educational organizations. For more information on CNECT, please visit [www.cnectgpo.com](http://www.cnectgpo.com).