



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 in our corporate headquarters based in San Diego, California. This position will be responsible for assisting with the creative direction and coordination of all CNECT and the HCP family of companies marketing initiatives. This entry level role will report to the Director of Corporate Marketing & Communications 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.

RESPONSIBILITIES OVERVIEW

- At the direction of the Director of Corporate Marketing & Communications 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.
- Support senior staff on all digital marketing projects and communication outlets including the creation of posts and designs for CNECT's social media outlets on LinkedIn and other social platforms. Must have knowledge of digital trends
- Assist in maintaining / updating CNECT website via WordPress
- Schedule marketing blasts, and assist with campaign designs through Salesforce Marketing Cloud
- Data Cleanup for email blasts and CRM
- Coordinate with printer and other vendors
- Assist in coordinating special events
- Support the marketing team throughout the execution of projects and campaigns
- Other duties as assigned

QUALIFICATIONS

A Bachelor's degree in one or more of the following areas: Design, Marketing, or Communications. **This is an entry level design position.** Must have a good eye for design and excellent writing and grammatical skills as well as an 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 environment with the Director of Corporate Marketing & Communications. Working knowledge of relevant Windows based software packages and computer systems is required. Experience with SalesForce Marketing Cloud is highly desired.

COMPENSATION

We offer a competitive compensation and benefit package. Please email cover letter, resume and salary expectations to job@hcpsocal.org. CNECT, a division of Health Center Partners of Southern California is an EEO employer.

ABOUT CNECT

CNECT, a national Group Purchasing Organization (GPO) with 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.