



ACCOUNT BASED MARKETING SPECIALIST

A company that prioritizes professional growth; a company that provides work-life balance; a company that values its staff — that's the sort of company CNECT is. A member of the Health Center Partners' family of companies, named one of San Diego's Best Places to Work in 2021 and 2022, CNECT is a group purchasing organization (GPO) that appreciates its employees just as much as its members.

The ideal candidate is an experienced **ACCOUNT BASED MARKETING SPECIALIST** who is a self-starter but also works well as part of a team. You will plan, execute, and report on programs that advance existing opportunities for strategic accounts.

Responsibilities Overview

- Develop and implement target account strategy to support account-based selling.
- Develop and implement programs for specific, targeted accounts and contacts and identify the most effective materials, channels & messaging for these key accounts.
- Develop metrics to measure the performance of existing marketing and sales campaigns.
- Proactively engage with sales to coordinate, communicate, and optimize the impact of marketing activities.
- Develop and maintain comprehensive account profiles and target personas.
- Work with sales to identify gaps in key personas and contact information within strategic accounts; develop data and insight strategy to add key personas and contacts within accounts.
- Identify opportunities to improve marketing effectiveness through better audience segmentation, marketing techniques, and processes.
- Perform in-depth research to identify opportunities to improve marketing effectiveness.

Skills

- Possesses strong oral and written communication skills. Ability to communicate through text and image in a compelling and articulate manner across a variety of platforms.
- Possesses strong business acumen and interpersonal skills.
- Ability to build relationships and confidently work with others both inside and outside of the Company.
- Excellent writing skills utilizing proper tone, accurate sentence structure, and correct grammar.
- Proven ability to create compelling content that attracts potential customers and drives traffic to the Company's website and products.
- Presents more efficient business processes to management with the goal to save time and costs for the Company.
- Proven analytical skills. Exceptionally detail-oriented and demonstrates high degree of precision and accuracy with respect to data.
- Proven ability to interpret large amounts of data and make sound decisions based off that data.
- Identifies challenges in managing urgency of projects with the ability to communicate issues before they arise.
- Strong organizational skills, with the ability to multitask and work on multiple projects with ease and efficiency, while meeting expected deadlines.

- Proven ability to coordinate, organize, and communicate project details amongst team members and coworkers.
- Engages with team and management to share and collaborate on insights and strategies. Acts as a resource for escalation prior to management involvement.
- Consistently provides project status updates to manager and team members.
- Ability to work independently with minimal supervision.
- Exceptional team player and able to work professionally and collegially with others in a fast-paced environment.
- Strong work ethic, while remaining composed and productive under stress.
- Actively seeks and responds positively to thoughtful feedback.
- Advanced computer skills, including the Microsoft Office suite, social media platforms, digital marketing tools and websites, and Search Engine Optimization (SEO).

Qualifications

- Minimum of three years experience in a B2B demand generation, ABM, or field marketing role.
- Proven track record of developing and implementing successful inbound marketing and sales strategies.
- Analytical skills suitable to campaign measurement and knowledge of key marketing campaign metrics and ability to analyze those metrics to drive business decisions.
- A bachelor's degree in marketing, communications, business, or a related field is required.
- Deep Understanding of Hubspot Marketing Hub
- Hubspot Certification preferred, but not required
- Knowledge of WordPress, SEO tools, and Google Analytics preferred.
- Strong healthcare industry acumen preferred.

Geographic Location, Standard Business Hours, and Travel Requirements

- Located in the continental U.S .
- Business hours are generally 9:00am -6:00pm.
- A minimum of 10% travel is required for business purposes and staff development.

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 20lbs.

About CNECT

We're CNECT, a national group purchasing organization (GPO) with more than 40 years of industry experience that provides its members access to 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 9,300+ members.

Though we work with organizations in many industries, a large portion of our member base resides in healthcare, and our parent company advocates at county, state, and national level on behalf of its members, primary care providers. Along with connecting our members with the best possible prices on more than 3,000 contracts, CNECT is passionate about health equity and supporting the cause of our parent company. For more information on CNECT, please visit www.cnectgpo.com.

To apply, please send a cover letter, resume, and salary expectations to jobs@hcpsocal.org or via fax to (619) 542-4350.