



About Us

YouTube Link: https://www.youtube.com/watch?v=yyznE5t_Tys

Company Website: <https://cnectgpo.com/become-a-member/is-a-gpo-right-for-us/>

We are a national group purchasing organization and have been in business since 1979. We offer easy-to-implement, proactive purchasing programs to help organizations optimize their cost reduction strategies. We use our collective buying power of all our members to enhance their financial strength on products and services that they purchase every day. We are not just a GPO vendor; we're driven to help our members realize the total value proposition of building a true collaborative partnership with us. CNECT maintains a 98% membership retention rate! We shine the brightest when we are working side by side with our members to achieve their strategic objectives. With no class of trade restrictions and free membership, CNECT is the partner in savings!

Job Title: Marketing Coordinator

FLSA Status: Non-exempt, full-time position

Reports To: Marketing Manager

Direct reports: None

Why work for CNECT?

- 11 paid Holidays
- 2 Weeks paid company end of year closure
- 100% Covered Dental & Vision Coverage
- Company Paid Life Insurance \$50,000.00
- 100% Work Remote with up to 5% Travel

JOB SUMMARY

CNECT is looking for a Marketing Coordinator to join our growing marketing team! As an employee of CNECT you'll become a part of a nationwide company with a rich culture of collaboration and employee empowerment. CNECT is a group purchasing organization with over 40 years of experience in the industry and have made it our mission to expand savings to our members and advocate for widespread health equity.

The marketing coordinator position will be responsible for assisting with the coordination of all CNECT marketing initiatives. This entry level role will report to the Marketing Manager and will collaborate with the CNECT marketing team to coordinate brand awareness and support the overall brand and sales vision.

JOB DUTIES:

- At the direction of the Marketing Manager, assist in creation 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 execution through HubSpot
- Analyze data and upkeep fields in CRM to maintain reports and email lists
- Run Salesforce reports with criteria provided by 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

Skills

- Communication and presentation 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.
- Strong writing skills utilizing proper tone, accurate sentence structure, and correct grammar
- Ability to convey the Company's mission through text and image in a compelling and creative manner.
- Ability to make written language visually appealing.
- Ability to create relevant content that enhances user/member experience and encourage them to tune in.
- Detail-oriented. Demonstrates precision and accuracy with respect to writing and designing.
- Evaluates the urgency of projects and strategically chooses where to spend their time.
- Ability to multitask and work on multiple projects simultaneously.
- Consistently provides project status updates to manager and team members.
- 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.
- Proficient computer skills, including the Microsoft Office suite and relevant design programs.

Education/Experience

- Bachelor's degree in one or more of the following areas: Marketing, Communications, Advertising or Design.
- 1 year experience interning or working in a marketing or communications position.
- Experience with HubSpot is highly desired.

Geographical Location, Standard Business Hours, and Travel Requirements

- Located in the continental US no more than a 60-minute radius to a major U.S. airport.
- Business hours are generally 8:00-5:00 PST.
- A minimum of 5% travel is required for staff development purposes.

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