



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 Designer

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 Designer 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.

This position will be responsible for executing the creative direction and content of all marketing initiatives including print and web-based collateral. This position 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. Most of the collaboration and development is hands-on work, conceptualizing and designing marketing graphics.

JOB DUTIES:

- Assist in implementing CNECT's strategic marketing plan to achieve corporate objectives.
- Manage deadlines and prioritize tasks for multiple projects.
- At the direction of the Marketing Manager, conceptualize, design, execute, and maintain marketing materials (both print and web-based) ranging from thought leadership content, web content, email campaigns, flyers, company literature, promotional support and other corporate branding initiatives while ensuring up to date information and compliance with CNECT brand standards.

- Create and execute email campaigns through SalesForce Marketing Cloud while maintaining an organized asset library.
- Develop PowerPoint presentations for client meetings, sales and marketing support, and internal needs.
- Innovate and explore creative ideas for improving the member experience through marketing communications.
- Support sales team with potential lead and/or member communication
- Assist in supporting the marketing team with all digital marketing and communication outlets including social media and webinars.
- Other duties as assigned.

QUALIFICATIONS

Skills

- Possesses strong communication and presentation skills. Proven 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.
- Excellent 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.
- Strong 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.
- Strong understanding of processes and knowledge within department and Company.
- 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.
- Actively researches more efficient business processes to save time and costs for the Company.
- Strong work ethic, while remaining composed and productive under stress.
- Ability to work independently with minimal supervision.
- 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
- Minimum of 2-4 years' experience working in a marketing, graphic design, or communications position.
- Experience with Salesforce Marketing Cloud 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.
- Use of a computer and mouse, fine manipulation

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.
- Upon hire and annually attend HCP's HIPAA training and sign HCP's Confidentiality & Non-Disclosure Agreement and HIPAA Privacy Acknowledgment
- Upon hire and annually read and acknowledge understanding of HCP's HIPAA Security Policies and Procedures
- Adhere to HCP's HIPAA Security Policies and Procedures and report all security incidents to HCP's Privacy & Security Officer