



JOB DESCRIPTION

JOB TITLE: Marketing Designer **STATUS:** Non-Exempt Full-Time

REPORTS TO: Director of Corporate Marketing & Communications

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.

JOB SUMMARY

CNECT, a national healthcare Group Purchasing Organization (GPO) recognized by the San Diego Business Journal as one of San Diego's Best Places to Work in 2011, 2012, and a winner in 2013 and 2014 also one of San Diego's Fastest Growing Companies in 2016 is seeking a Marketing Designer to work in our corporate headquarters based in San Diego, California. 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 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; conceptualizing and designing marketing graphics and writing copy for example.

ESSENTIAL JOB FUNCTIONS

- Assist in implementing CNECT's strategic marketing plan to achieve corporate objectives
- At the direction of the Director of Corporate Marketing & Communications, create, design and edit marketing materials (both print and web-based) ranging from thought leadership content, web content, email campaigns, sales flyers, company literature, promotional support and other corporate branding initiatives while ensuring corporate identity is intact and maintained consistently
- Assist with creation and execution of promotional campaigns through Salesforce Marketing Cloud

- Assist in supporting all digital marketing and communication outlets which includes the creation of posts and designs for CNECT's social media outlets on LinkedIn and other emerging social platforms
- Assist in developing and preparing sales presentations for client meetings, as well as sales and marketing support and assistance
- Create ads and coordinate their placement in various platforms
- Support sales team with potential lead and/or member communication
- Other duties as assigned

QUALIFICATIONS

Required Skills

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, In Design) a must. Exceptional level of detail orientation and organization. Ability to work in a highly collaborative environment with the Director of Marketing and Senior VP of Strategy, Marketing & Operations. Working knowledge of relevant Windows based software packages and computer systems is required. Experience with Salesforce Marketing Cloud is highly desired.

Education/Experience

A Bachelor's degree in one or more of the following areas: Marketing, Communications, Advertising or Design. A minimum of 1-2 years' experience interning or working in a marketing, graphic design, or communications 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