



## **DIRECTOR OF MARKETING**

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.

We're looking for a proven content marketing leader with experience leading a team through the conception, message development, strategy, and execution of the continuum of sales and marketing content across the member's journey. An experienced, knowledgeable, and highly skilled individual would join our organization in the role of Director of Marketing.

The Director of Marketing will harness the skills of our burgeoning creative and content teams to drive company success by expertly planning and executing CNECT's B2B marketing activities. The Director of Marketing will develop and oversee content to communicate high-value solutions, differentiated capabilities, and expert perspectives of the CNECT GPO. Working with internal colleagues as well as external companies and associates, the right candidate will oversee and facilitate the marketing team to accelerate the achievement of target audience awareness, perception, consideration, and contract purchase for new and existing members. The Director of Marketing will engage target audiences (primary and specialty care, ambulatory surgery center, and urgent care), acquire leads, and uphold CNECT's high communication standard.

### **Responsibilities Overview**

- Work with VP of Marketing to develop a marketing plan that will set out objectives, plans, budgets, and specific activities to be pursued in each area. This plan will be developed in the context of the organization's strategic plan and will be directed at supporting the objectives established in those plans. Develop and implement communications and media strategies that successfully deliver information and key messages to target audiences.
- Contribute to articulating the content strategy for and producing updates to solutions and capabilities content.
- Develop and maintain a strong and productive relationship utilizing both print and electronic media including innovative appropriate strategies using social networking sites. Research, develop, and execute digital marketing and communications campaigns with the support of the marketing team.
- Conceptualize, develop, and execute measurable and actionable tests across digital properties (websites, mobile, applications, landing pages, etc.) to drive conversion rates and revenue.
- Assist VP of Marketing with the annual marketing budget based on need in communications, marketing, and promotions. Develop innovative marketing initiatives to drive sales pipeline and return on marketing investment.
- Plan detailed integrated schedules of campaigns and create a marketing calendar to ensure coordinated campaigns are well timed throughout the year - including targeted marketing, social media, and blog calendar and content.
- Oversee the creation of all targeted marketing campaigns along with the design of test/control segmentation, tracking, reporting, and analysis and recommendations for improvements.
- Recruit, train, manage, and develop marketing staff and track and measure their performance.

- Work with the sales and leadership teams to develop and implement marketing communications strategies and approaches.
- Continue to evolve the firm's marketing technology and infrastructure and the tools and platforms used for outbound communications. Continuously review and assess the technology-based platforms that can enhance marketing and business development through greater audience engagement, improved internal efficiency and effectiveness, and greater competitive differentiation including website, digital and direct marketing.
- In collaboration with the senior designer, guide the direction of content and imagery for all marketing materials, social media, and web content that aligns with overall branding of CNECT.
- Provide direction and management of market research and competitor analysis. Ensure that the department regularly conducts relevant market research and monitors trends.
- Manage multiple outside agencies and work with internal and external teams to help define web analytics goals.
- Make recommendations relative to the selection and utilization of outside communication vendors and manage and monitor their progress to signed scopes of work. Manage the relationships with retained marketing and digital media firm.
- Other duties, as assigned.

### **Skills**

- Demonstrates management capabilities via experience leading projects directly, pushing projects towards completion, and effectively communicating responsibilities to direct reports.
- Proven ability to guide, inspire, and train a team of marketing professionals.
- Contributes to the achievement of long-term strategic objectives by assisting with the development and execution of marketing activities.
- Strong business acumen and interpersonal skills, as well as being easy to approach and talk openly to.
- In-depth knowledge of the Company's current activities and processes.
- Proven ability to create compelling content through presentations, articles, and press releases.
- Proactive in taking on leadership roles and mentoring others within the Company.
- Exceptionally skilled in oral and written communication, with the ability to communicate in a compelling and articulate manner.
- Networks and builds relationships. Experience developing and securing strategic partnerships that generate revenue.
- Involves staff to foster professional and business growth.
- Evaluates the urgency of projects with the ability to make decisions in a dynamic environment.
- Consistently provides project status updates to management and staff.
- Strong analytical skills with the ability to make decisions and utilize information strategically in a dynamic environment are required.
- Discovers, develops, and implements new and innovative methods to increase productivity and efficiency of functions within the department and/or Company.
- Provides practical solutions to problems and finds ways to make improvements.
- Intermediate-to-advanced skills in Microsoft Outlook suite. Strong knowledge of HubSpot Enterprise and other relevant databases/programs.

### **Qualifications**

- Bachelor's degree in marketing, business, or a related field is required
- A minimum of 5 years' experience working in B2B healthcare marketing and sales development is required.
- Expertise in digital marketing is required.
- Strong healthcare industry acumen preferred.
- Capable of managing a flexible B2B content calendar responsive to changing market dynamics and priorities.
- Experience in HubSpot is essential (implementation preferred)

**Geographic Location, Standard Business Hours, and Travel Requirements**

- Located in the continental U.S. within no more than a 60-minute radius of a major U.S. airport (a hub, not a regional airport).
- Business hours are generally 8:00-5:00 PST.
- A minimum of 15% 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](http://www.cnectgpo.com).

To apply, please email a cover letter, resume, and salary expectations to [jobs@hcpsocal.org](mailto:jobs@hcpsocal.org) or fax to (619) 542-4350.