



## **MARKETING COPYWRITER**

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.

As a member of our creative team, the marketing copywriter will create and edit copy for a variety of projects (including print, web, video, and social media), working closely with the marketing team to brainstorm ideas, create concepts, and develop messaging. Thorough research and interviews will be required to understand the GPO industry, products/services, branding, and marketing goals. This position will deliver complete and original copy, with a focus on messaging that achieves company objectives and elevates the CNECT brand.

### **Responsibilities Overview**

- Create and edit content for use in a variety of applications, including website content, email campaigns, newsletters, blogs, video scripts, social media content, flyers, press releases and other marketing materials to promote CNECT
- Responsible for developing clear, persuasive, and effective marketing copy that builds on our established company image and directly influences members and prospective members while driving business results that support key marketing initiatives and maintains CNECT' voice and value.
- Conduct thorough research to understand contracts, industry topics, practices and other information from both external and internal sources as needed for content creation
- Create and conduct surveys to members and potential members to compile data used to generate strategies, concepts, and copy
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results
- Use persuasive writing to engage targeted audiences and track, analyze, and optimize content performance with the goal of driving conversions
- Maintain up-to-date knowledge of communication and member-related industry trends
- Have thorough understanding of member needs and perspective, gathering information as necessary to achieve project goals
- Work with the marketing team to keep a schedule of deliverables and ensures all copy needs are met on time
- Other duties as assigned.

### **Skills**

- Ability to create relevant content and headlines that enhance user/member experience and encourage them to tune in.
- Polished writing skills utilizing proper tone, accurate sentence structure, and excellent grammar.
- Detail-oriented. Demonstrates high degree of precision and accuracy with respect to editing and proofreading.

- Strong research skills, with the ability to formulate an issue, incorporate existing knowledge, and apply it to content creation.
- Constant understanding and knowledge of the Company's current activities and processes.
- Powerful communication and presentation skills, both written and verbal. Ability to communicate in a compelling and articulate manner across a variety of platforms.
- Strong organizational skills, with the ability to meet multiple deadlines and managing workflows.
- Evaluates the urgency of projects and makes decisions in a dynamic and often ambiguous environment.
- Ability to multitask and work on multiple projects simultaneously.
- Consistently provides project status updates to manager and team members.
- Ability to engage and present value and work products to multiple levels of management within the department and Company.
- Ability to work independently in a fast-paced, autonomous environment.
- Intermediate computer skills, including advanced proficiency in the Microsoft Office suite and relevant programs.

### **Qualifications**

- Bachelor's degree in Marketing, Communications, English, Journalism or related field required.
- Minimum of 2 to 5 years' experience as a Copywriter required.
- Knowledge of WordPress, Salesforce Marketing Cloud, SEO tools, and Google Analytics preferred.
- Strong healthcare industry acumen preferred.
- Capable of managing a flexible B2B healthcare content calendar responsive to changing market dynamics and priorities.

### **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.