



**HEALTH CENTER
PARTNERS**
of Southern California

A Family of Companies



JOB DESCRIPTION

JOB TITLE:	Marketing Project Manager		COMPANY:	CNECT
REPORTS TO:	Marketing Director			
DIRECT REPORTS:	N/A			
STATUS:	Non-Exempt	FULL TIME	WORK COMP CLASS:	8810
OUTSIDE TRAVEL:	5%	WORK HOURS: 7-7/M-F	WORK CONDITIONS:	Remote/Home Office
<p><i>**The salary range provided is the annual base salary for California residents: \$45,000 - \$60,000 depending on experience*</i></p> <p>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 at any time, with or without advance notice, to meet the needs of the organization.</p>				

JOB SUMMARY

This position will be responsible for handling the project management for marketing initiatives for Health Center Partners (HCP) and the Family of Companies (FOCs) This position requires a strong attention to detail, critical thinking skills and a team- oriented personality. This position will report to CNECT’s Director of Marketing and will collaborate with the FOC’s marketing team to coordinate brand awareness and support the overall brand and mission.

ESSENTIAL JOB FUNCTIONS

- Works with the VP of Marketing and Director of Marketing to create a strategic marketing strategy and mapping out the tasks needed to implement that strategy.
- Carries out the VP of Marketing’s strategy and leads a project from initial brainstorming and research phase, straight through implementation or production, and on to debriefing and reporting. The VP of marketing will steer the overall vision for the marketing department, and the marketing project manager will carry out that vision on a granular level.
- Project Management for all projects – includes regular contact with requesting entity including updates as well as placing final approved materials in SharePoint.

Marketing Project Manager
Updated: July 2024

- Manage and supervise marketing projects from beginning to end.
- Collaborate with Design and Copy to produce promotional materials.
- Work with copywriter to create a content calendar for companies' blogs and social media accounts and scheduling deadlines.
- Coordinate with cross-disciplined team members to make sure that all parties are on track with project requirements, deadlines, and schedules.
- Meet with project team members to identify and resolve issues.
- Facilitate change requests to ensure that all parties are informed of the impacts on schedule.
- Submit project deliverables and ensure that they adhere to quality standards.
- Manage social media accounts. Ensure posts are scheduled on time and contain the proper tags and hashtags and provide reporting.
- Support marketing goals by analyzing data for social media, target email marketing, site visits and other KPIs. Prepare marketing activity reports and metrics for measuring program success.
- Assist in maintaining and updating designated website(s) via WordPress. Monitor and gather web analytics to provide monthly KPI reports and identify trends.
- Coordinate with printer and other vendors for quotes, samples, and orders.
- Support the marketing team throughout the execution of projects and campaigns.
- Other duties as assigned

QUALIFICATIONS

Skills

- Possesses strong oral and written communication 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.
- Ability to build relationships and confidently work with others both inside and outside of the Company.
- Excellent writing skills utilizing proper tone, accurate sentence structure, and correct grammar.
- Proven ability to create compelling content that attracts potential customers and drives traffic to the Company's website and products.
- Presents more efficient business processes to management with the goal to save time and costs for the Company.
- Proven analytical skills. Exceptionally detail-oriented and demonstrates high degree of precision and accuracy with respect to data.
- Proven ability to interpret large amounts of data and make sound decisions based off that data.
- Identifies challenges in managing urgency of projects with the ability to communicate issues before they arise.
- Strong organizational skills, with the ability to multitask and work on multiple projects with ease and efficiency, while meeting expected deadlines.
- Proven ability to coordinate, organize, and communicate project details amongst team members and coworkers.

Marketing Project Manager

Updated: July 2024

- Engages with team and management to share and collaborate on insights and strategies. Acts as a resource for escalation prior to management involvement.
- Consistently provides project status updates to manager and team members.
- Ability to work independently with minimal supervision.
- 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.
- Advanced computer skills, including the Microsoft Office suite, social media platforms, digital marketing tools and websites, and Search Engine Optimization (SEO).

Education/Experience

- A Bachelor's degree in one or more of the following areas: Marketing, Communications, or Business
- Minimum of 3 to 5 years' experience working in a marketing, graphic design, or communications position.
- Minimum of 3 years in Marketing Project Management/Coordination experience.
- Experience with SEO is required.

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 EST.
- 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 patients, 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

Marketing Project Manager

Updated: July 2024

- Adhere to HCP's HIPAA Security Policies and Procedures and report all security incidents to HCP's Privacy & Security Officer

I acknowledge that I have read and understand this job description. My signature below certifies that I am able to perform the essential duties and responsibilities of this position. I have also discussed any accommodations that I feel I might need to allow me to perform these essential functions. Additionally, I agree to abide by the policies and procedures established by Health Center Partners of Southern California.

Signature

Date

Employee Name (please print)