



CONNECT

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Programs Marketing Coordinator

Connect is a nonprofit working to elevate entrepreneurs by providing educational programming, mentorship, introductions and access to capital. We help innovative companies thrive so they can transform their ideas into products and services that change lives and make a meaningful impact in the development of the San Diego region. We're on a mission to build a world-class innovation economy.

The Programs Marketing Coordinator is a full-time non-exempt position whose primary responsibility will be to carry out Connect's program marketing campaigns and assist in onsite programmatic event coordination. The Programs Marketing Coordinator will work closely with individuals across all teams to execute the best experience for the community. The ideal candidate will be a hard-working, highly-organized, creative-thinking professional able to work diligently and efficiently on a variety of tasks.

Primary Responsibilities

Marketing Support

- Work on marketing materials for Connect's programs and virtual events
 - Includes graphic design, content creation, and emails
- Create marketing toolkits that can be shared within our network
- Work on the website to make blog posts and update program pages
- Support marketing efforts & onsite coordination for 500+ person events
 - Including graphic design, content creation/updates,, mobile app, video creation, or other marketing collateral needs

Event Planning & Execution Support

- Assist with planning & onsite coordination for in-person programmatic events including vendor research/outreach and logistics (name tags, registration, etc.)
- Support staff with preparation and execution of projects, meetings, and events
 - Including session coordination, registration, team booth, or other day-of needs of the event
- Support database updating in organization's Airtable as it relates to event attendees and tracking

Skills, Knowledge, and Abilities

- Well intune with social media: Facebook, Instagram, Twitter, and LinkedIn
- Not your first rodeo working within Mailchimp
- A developed eye for graphic design and can use Canva or Adobe Programs
- Strong communication, writing, and organizational skills
- Willingness to to think outside of the box and be a creative problem-solver
- Enthusiasm for bringing people together at events
- Must-have a keen eye for details
- Preferred Knowledge: Slack, Sprout, Asana, Airtable, & Google Workplace
- Bonus: Wordpress, Video Editing, & Event Coordination
- Extra Bonus: Knowledge of San Diego Tech/LifeSci Innovation Ecosystem

Education and Experience

- High school diploma required, Bachelor's degree in a related field preferred
 - Work experience can be substituted for education requirements as long as work experience skills match job requirements
- 1-2 years experience in a marketing role
 - Internship in a marketing role can satisfy
 - Bonus Experience: Event Coordination

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical requirements include but are not limited to: ability to be in a stationary position for an extended period of time, ability to move, operate a computer, communicate and converse with staff members and Connect guests, transport items up to 25 pounds, walking, sitting, bending, stooping, crouching, kneeling, reaching, typing, grasping, talking, hearing, lifting up to 30 pounds, pushing, and pulling. Depending on job tasks, physical demands may require extended periods of sitting, standing, and walking for extended lengths of time.

This job description is subject to change at any time. Initial salary range could be \$20-\$25 per hour depending on experience. Total compensation includes a competitive base salary with a benefits package including unlimited/flexible PTO, full medical, dental, vision and 401k matching.

If available, please include examples of marketing materials you've produced professionally or personally- Such as graphics, social posts, web pages, videos, writing samples, posters, etc.

Please submit your resume and additional materials to tbraquet@connect.org