

# Marketing & Events Coordinator

Connect is seeking a highly organized, creative, and execution-oriented professional to serve as our Marketing & Events Coordinator. This role is central to how Connect communicates its value, convenes its community, and brings its mission to life across brand, digital presence, communications, and events. The person in this role will help create stronger pathways into the innovation ecosystem, produce visible proof of Connect's impact through storytelling and experiences, and strengthen the platform from which Connect champions founders, partners, and San Diego's innovation economy.

Connect is a nonprofit organization dedicated to helping innovation economy companies grow through access to capital, expert advisors, community-driven programs, and strategic connections. We believe strong ecosystems do not happen by accident, they require intentional pathways, credible proof points, and a trusted platform that helps people navigate, connect, and grow.

## Overview

The Marketing & Events Coordinator plays a central role in carrying Connect's marketing, communications, and event execution into action.

This role sits at the intersection of strategy and execution, supporting the Chief Brand and Engagement Officer while owning day to day coordination across marketing channels, events, and stakeholder engagement. The position also works closely with interns and cross-functional team members to ensure high-quality, consistent delivery across all touchpoints.

The ideal candidate is highly organized, creative, and execution focused, with the ability to manage multiple projects while contributing to a strong and consistent brand presence.

## Core Responsibilities

### Marketing & Communications

- Execute marketing efforts across social media, email, website, and digital platforms
- Manage the Connect website and support ongoing SEO and engagement efforts
- Draft and edit content for newsletters, press materials, and program communications
- Develop and manage collateral including decks, invitations, signage, and digital assets
- Support storytelling that highlights founders, partners, and ecosystem milestones
- Track performance metrics across campaigns and support reporting and insights

### Events & Experience

- Lead coordination and execution of Connect events, ranging from small gatherings to large convenings
- Manage registration platforms, timelines, and attendee communications
- Support event logistics including run of show, vendor management, and on-site execution
- Ensure events align with Connect's brand, audience experience, and engagement goals
- Support post-event follow up, data tracking, and content capture

## Coordination & Cross-Functional Support

- Serve as a connector across marketing, programs, partnerships, and operations
- Coordinate timelines, deliverables, and workflows to ensure consistency and quality
- Provide direction and support to interns or contractors on marketing and event tasks
- Collaborate with stakeholders to support program communications and execution
- Help maintain systems such as Airtable, CRM tools, and email platforms

## Community & Ecosystem Engagement

- Engage with Connect's audience across digital platforms and in-person events
- Support relationship building with founders, partners, sponsors, and stakeholders
- Contribute to outreach efforts that strengthen Connect's role in the ecosystem

## Success Measures

- Strong execution and consistency across events and marketing deliverables
- High-quality attendee and stakeholder experience at events
- Timely delivery of communications and marketing assets
- Clear coordination across internal teams and external partners
- Increased engagement across digital and in-person channels

## Skills, Knowledge, and Abilities

- Strong writing, communication, and organizational skills
- Proficiency in social media platforms, especially LinkedIn
- Experience with Canva or similar design tools
- Familiarity with email marketing platforms such as Mailchimp or Constant Contact
- Experience with CMS platforms such as WordPress is a plus
- Experience with event registration tools and coordination
- Comfort working with data, tracking metrics, and generating reports
- Ability to manage multiple priorities in a fast-paced environment
- Detail-oriented with strong follow-through

## Education & Experience

- Bachelor's degree or equivalent experience
- 2 to 5 years of experience in marketing, communications, events, or related fields
- Experience in nonprofit, economic development, or innovation ecosystems is a plus
- Experience supporting or leading event execution preferred

Connect offers compensation based on experience, skills, and demonstrated ability to meet the needs of the role. This is a full-time exempt position, with salary aligned to California's minimum exempt threshold and adjusted based on experience. The position offers a comprehensive benefits package, including unlimited/flexible PTO, full medical, dental, and vision coverage, plus 401(k) matching.

Submit a **cover letter**, **resume**, **references**, and any **marketing samples** to [tre@connect.org](mailto:tre@connect.org).