Marketing Manager

Common Ground Healthcare Cooperative (CGHC) is a nonprofit, member governed health insurance cooperative with a mission to pursue better healthcare for individual consumers and small employers. CGHC is looking for a Marketing Manager who believes in our mission, is comfortable working in an exciting, fast-paced environment and who is compatible with our team of hardworking, fun and committed staff.

The Marketing Manager directs and implements Common Ground Healthcare Cooperative’s marketing and engagement strategies and activities. The position is responsible for working with the CBDO and team members to develop CGHC’s Annual Strategic Marketing and Communications Plan, and then is primarily responsible for ensuring it is executed and evaluated to promote and measure success in the following three areas:

- Increased awareness of CGHC and its mission in the communities we serve and among potential partners that may join or enhance our mission;
- Engaged members who understand their benefits, embrace our mission and provide input into the organization;
- Clear, cohesive and on message external communications, outreach and marketing.

This position leads and implements member education, public relations, social and traditional media strategy and internal and external communication. The Marketing Manager works closely with and supports Sales Department strategies, from broker and member meetings to community outreach activities. Unique to the position is the development, maintenance and improvements of select vendor relationships, ranging from operational vendors of ID cards and policy certificates to marketing agencies and market researchers.

Responsibilities

- Manages advertising, communications staff and activities, including the development of clear goals and measurable objectives;
- Manages member advisory committee and other member engagement activities to enhance member experience;
- Manages the communications committee of internal contributors across the company;
- Takes event marketing, outreach and leads generation activities to the next level by executing on brand material and measuring impact of communication campaigns; manages the development and implementation of direct response (mail, email, phone) activities;
- Ensures print and digital communications including website, plan documents, newsletters, mobile app, and member portals are up to date, fact-based and easy to understand;
- Manages external vendors related to community engagement, marketing, and communications;
- Designs and produces engaging marketing, advertising and communications collateral – both digital and print;
- Creates and oversees work plans to ensure highly efficient execution of activities within budget;
- Develops evaluation tools to promote evidence-based decision-making including marketing ROI reports;
Knowledge and Skill Requirements

- Bachelor’s degree in Marketing, Communications or Business preferred
- A minimum of 3+ years’ experience in marketing communications encompassing multi-media disciplines
- Proficiency in Adobe Creative Suite (particularly InDesign and Illustrator), Microsoft Office, WordPress, HTML/CSS and Mailchimp
- Knowledge of tools related to social media management, data analysis (Tableau) and surveys is preferred
- Knowledge and interest in health plans and health care
- Knowledge of SEO, email marketing (Mailchimp),
- A passion for changing the way people think about and use health insurance
- Confidence to lead a team and coach employees to high performance
- Strong communication skills and a demonstrated talent for design
- Exceptional organizational, leadership and time management skills
- Ability to manage multiple projects at a time in a fast-paced environment
- Able to emulate our cooperative “team” mentality

Join a winning team of committed professionals! Qualified applicants should send their cover letter, resume and salary requirements to jobs@commongroundhealthcare.org.