



## Position Description

### **Title: Marketing Communications Coordinator**

**Reports to:** VP, Marketing & Communications

**FLSA Status:** Exempt, Full Time

**Location:** Remote

**Supervisory Responsibility:** N/A

**Salary Range:** \$57,800 - \$64,400

### **POSITION SUMMARY:**

The Marketing Communications Coordinator works with the Marketing & Communications team to execute the overall marketing strategy across assigned brands. This individual will support brand awareness and engagement of key stakeholders, i.e. customers, trade media, and other audiences.

This role supports Marketing & Communications in program marketing, public relations, and communications responsibilities including brand management, public events, publications, social media, and online presence. The Marketing Communications Coordinator works in cooperation with the CEO, COO, and other managers.

#### Who is The Sequoia Project?

The Sequoia Project is a non-profit with a public service mission to advance the ability of health IT systems to interoperate for the improvement of patient care, and the reduction of costs in the health care system. In addition to its own initiatives and programs, The Sequoia Project provides management and marketing support for a portfolio of non-profit health IT organizations.

### **ESSENTIAL FUNCTIONS:**

- Assist the Marketing & Communications team in execution of a strategic marketing plan and program.
- Assist the Marketing & Communications team with planning meetings, virtual events, and trade shows:
  - Annual in-person member meetings including conference logistics, registration, and promotion.
  - 3-5 monthly webinars including preparations, hosting, and follow up.
- Support quarterly content strategy of related multi-channel campaigns:
  - Develop and update Web content
  - Administer marketing email strategy: content creation, execution and measurement
  - Assist in the management of social media content: creating, scheduling, executing, and evaluating multiple accounts



- Create and edit content for promotional materials such as membership emails, presentations, blogs, news releases, and newsletters
- Administrative planning for the Marketing and Communications Team
- Contribute to other marketing communications-related efforts as needed.

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Excellent storytelling and communication skills, both verbally and written
- Strong organizational and customer relationship management skills
- Ability to internalize and communicate each brand across multiple communication channels
- Must be experienced and comfortable working in fast-paced and evolving environment
- Knowledge of the health information technology (HIT) industry is a plus
- Demonstrated graphic design skills are a plus
- Familiarity with Microsoft 365 with high proficiency in Word and PowerPoint
- Entrepreneurial spirit and a self-starter

### **EDUCATION, TRAINING AND EXPERIENCE:**

- Bachelor's degree in a related field preferred
- A minimum of 3 years of work experience in marketing and communications required
- Experience in the areas of product or program marketing management and brand development are desired
- Experience with Salesforce or other CRM
- Experience with Pardot or other marketing automation tool experience

### **PHYSICAL AND MENTAL REQUIREMENTS:**

- Occasional extended working hours and travel may be necessary, with an estimated 3-4 overnight trips per year.
- Ability to work on a computer for extended periods of time
- Ability to stand or sit for extended periods of time
- Ability to lift 15 to 20 lbs.

*“All qualified applicants will receive consideration for employment without regard to race, color, religious creed, national origin, ancestry, citizenship status, age, sex or gender (including pregnancy, childbirth and related medical conditions), gender identity or expression (including transgender status), sexual orientation, marital status, military service and veteran status, physical or mental disability, protected medical condition as defined by applicable state or local law (such as cancer), genetic information, or any other characteristic protected by applicable federal, state or local laws and ordinances.”*

**Please submit resumes to [HR@sequoiaproject.org](mailto:HR@sequoiaproject.org)**