



**Position Title: Director of Marketing and Outreach Strategy**

**Reports To: Chief Executive Officer**

**Location: Denver, CO**

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Connect for Health Colorado is the state-based health insurance marketplace and support network that allows individuals, families and small employers to compare and purchase health plans from companies including the major health plans in the state in a convenient way. We provide high quality customer assistance by phone and in person, as well as access to federal financial assistance to reduce the cost of health insurance. Our mission is to increase access, affordability, and choice for individuals and small employers purchasing health insurance in Colorado.

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**Position Summary:**

The Director of Marketing and Outreach Strategy is responsible for planning, development and implementation of all C4HCO marketing and outreach strategies and public relations activities, both internal and external. He/she oversees development and implementation of support materials and services, directs the efforts of the marketing, communications, enrollment channel, and outreach staff, and coordinates at the strategic and tactical levels with other functions within C4HCO to maximize enrollments in the Marketplace and advance C4HCO's mission, vision and values.

The Director of Marketing and Outreach Strategy works closely with the CEO and other management staff in charting the direction of C4HCO, assuring its accountability to all constituencies, and ensuring its effective operation.

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**Position Responsibilities:**

- Contributes to marketing and outreach effectiveness by identifying short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; implementing directives.
- Provides short-and long-term market forecasts and reports by directing market research collection analysis, and interpretation of market data.
- Directs, oversees and advises on print and other media outlets, digital communications efforts and associated activities, including social media and analytics for all digital channels – Facebook, Twitter, LinkedIn, YouTube, and Instagram.
- Sets the vision and oversees the design, navigational structure and content of the educational portion of ConnectforHealthCo.com. Ensures cohesive integration with shopping portal technology and design, including a separate Spanish website, managed with support from a Spanish translation services vendor.

- Sets the vision and oversees organizational brand standards and supports brand integrity externally and internally, including through advertising, online, email, print, and social media channels. Supports cooperative branding with external partners.
- Sets the vision and oversees responsibility for editorial direction, design, production and distribution of all communications, marketing and outreach publications.
- Oversees the management of contractors and vendors, including printers, graphic designers, web programmers and others. This includes agreement development and invoice processing.
- Participates in and oversees the recruitment, training, supervision, coaching, appraisals, motivation, support and develop of communications, marketing, enrollment channel, and outreach staff.
- Ensures the achievement of communications, marketing, enrollment channels, and outreach goals and financial objectives and that evaluation systems are in place related to these goals and objectives and reports progress to the CEO and Board of Directors.
- Develops short-and long-term plans and budgets for the communications, marketing and outreach program and its activities, monitors progress, assures adherence and evaluates performance.
- Develops, implements and monitors systems and procedures necessary to the smooth operation of the marketing and outreach function.
- Participates in other duties as assigned.

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**Position Requirements:**

- Bachelor's degree in marketing, business, journalism, communications or related area.
  - Minimum of 10 years of experience in marketing, communications, or public relations, preferably in health care or health insurance.
  - Minimum of 5 years managing employees.
  - Strong understanding of the health care or health insurance industry.
  - Minimum three years managing organizational social media channels.
  - Thorough understanding of the design and print production process.
  - Strong project management skills, with the ability to oversee multiple complex projects with competing deadlines.
  - Demonstrated experience in working with vendors to develop marketing communications initiatives based on sound data, with strong ROI.
  - Excellent writing skills in formats including press releases, newsletters, emails, marketing collateral, web content and social media.
  - Experience working with content management systems.
  - Outstanding verbal and interpersonal communication skills.
  - Command of Microsoft Office (Word, Excel, Outlook).
  - Experience working with email marketing systems, customer relationship management systems and other marketing database automation tools.
  - Ability to work within a fast-paced, quickly evolving organization; manage multiple, complex priorities and respond effectively to change.
  - Ability to work under demanding time pressure and under public scrutiny, while maintaining composure.
  - Understanding of Colorado consumers, communities and media markets.
  - Ability to think creatively to solve problems.
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**Work Environment:**

- Typical office setting; the Connect for Health Colorado office is in the Cherry Creek area of Denver, near the intersection of Colorado Blvd. and Cherry Creek Drive North
- Work schedule may include some non-traditional hours, weekends and evening events.
- Full time position
- On-site during office hours, typically 8am-5pm

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**Compensation:**

Connect for Health Colorado offers a competitive salary and benefits package. Using Connect for Health Colorado's annual benefits allowance, employees may elect from various benefit offerings and tailor a package to best suit their individual needs. Connect for Health Colorado employees are eligible to participate in the organization's 403(b) plan and are additionally provided with paid time off, short and long term disability and life insurance.

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**To Apply:**

Please e-mail resume, cover letter, salary history, and three (3) references to [hring@c4hco.com](mailto:hring@c4hco.com). Please include position title in the subject line. No phone calls please.

**Connect for Health Colorado is an equal opportunity employer (EOE). Connect for Health Colorado may, at its discretion, conduct a background check on any workforce member and/or require job candidates to successfully complete a background check as a condition of employment.**

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