



**Position Title: Marketing and Media Coordinator (Contract)**

**Reports To: Marketing Manager and Director of Communications**

**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:**

This is a full-time contract position for approximately 4 months. The Marketing and Media Coordinator contractor will assist in the development and implementation of Connect for Health Colorado's print, digital, social, and media relations strategy that aligns with the marketing strategic plan. This position will support the Director of Communications in efforts that optimize user experience, facilitate information sharing with stakeholders, business partners and sales channels. This work will employ strategies to increase brand awareness and preference across Colorado and maximize enrollment in medical and dental insurance.

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**Position Responsibilities:**

- Develop tactical content to support enrollment processes through the Customer Service Center, certified Brokers and the Connect for Health Colorado Community Based Assistance Program.
- Evaluate, recommend and employ new strategies across all channels as appropriate to increase engagement and serve as an ambassador to staff to encourage adoption.
- Establish and implement an internal communications program that ensures that staff is engaged and aware of organizational priorities and activities.
- Assist with other communications and marketing duties as needed.

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**Position Requirements:**

- Bachelor's Degree in marketing, PR, computer science, related field or equivalent relevant experience required.
- 3-5 years of experience in completing and managing online projects with minimal oversight and against aggressive timelines.
- Strong skills in writing and editing for email communications and web content.
- Excellent project management and customer service skills. Ability to successfully handle multiple priorities and prioritize and schedule accordingly.
- Excellent communication skills, both verbal and written required as well as knowledge of AP Style.
- Critical thinking skills to synthesize data and communicate technical information.
- Ability to work in a fast-paced environment with shifting priorities in a collaboration with other departments.

- Must have the following computer skills, use of hardware/software: PC-Windows and MS Office.
  - Familiarity with customer relationship management systems and mass email platforms a plus.
  - Preferred experience working in an entrepreneurial organization and/or healthcare.
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**Work Environment:**

- Full time contract position for 4 months; on-site during office hours
  - Hours may vary from week to week (approximately 40 hours/week)
  - Work schedule may include non-traditional hours, weekends and evenings
  - 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
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**Compensation:**

This is a full-time contract hourly position.

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**To Apply:**

Please e-mail resume, cover letter, salary history, and three (3) references to [hire@C4HCO.com](mailto:hire@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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