



**Position Title: Website Marketing Program Manager**

**Reports To: Senior Manager, Communications and Marketing**

**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:**

Connect for Health Colorado is looking for a Web Marketing Manager who can advance our mission through a suite of online tools. This individual will be primarily responsible for our online presence through our website and other digital platforms. Under the direction of the Senior Manager, Communications and Marketing, this individual will need to be both a creative strategist, detailed implementer and disciplined project manager.

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**Position Responsibilities:**

- Assist with the implementation of Connect for Health Colorado's digital and web strategy that aligns with the organization and department strategic plan.
- Manage the marketing/informational portion of our website including updating and adding content using Wordpress. Work within Wordpress to update and publish content copy, images, videos.
- As we work to refresh the look and feel of the website, provide layout recommendations and streamline navigation. Work with IT to ensure seamless branding/look and feel with our shopping portal.
- Assist with managing the library of digital assets including photography, graphics and video.
- Optimize site content to maximize organic search engine optimization. Work with vendor to assist with managing paid online search.
- Perform regular site audits.
- Work with vendor to assist with updating the Spanish website
- Assist with planning digital marketing campaigns, including web, email, social media and display advertising
- Tackle basic graphic design requests such as updating text in basic collateral (InDesign experience) or editing pictures in Photoshop.
- Assist with daily social media posts.
- Other duties as assigned.

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**Position Requirements:**

- **Education:**

Bachelor's degree in web or digital marketing, graphic design, business, communications, English or related area

**Qualifications**

- Bachelor's degree in marketing or a related field.
- Minimum 3-5 years of experience in web site management, digital marketing or similar
- Experience with web content management tools, like WordPress
- Some experience with other design tools such as InDesign and Photoshop
- Comfortable working with and embracing new technology and being resourceful to keep abreast of latest trends and techniques.
- In-depth knowledge and administrative experience of website reporting tools.
- Strong analytical skills and data-driven thinking.
- Project management skills with the ability to juggle multiple tasks and meet tight deadlines when needed.
- An understanding of SEO and how to utilize backend tools.
- Meticulous attention to detail and proofreading.
- Ability to protect and respect confidential information.

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**Work Environment:**

- Typical office setting; the Connect for Health Colorado office is in the Denver Tech Center area, near the intersection of Belleview and I25.
- Work schedule may include some non-traditional hours, weekends and evening events.
- On-site during office hours, typically 8am-5pm
- Travel is infrequent and only in Colorado, but may occasionally be required, mostly day trips along the Front Range (mileage reimbursement available)

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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 [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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