

MARKETING SPECIALIST

Are you ready to take your marketing career to the next level? If so, we are in search of a passionate and talented Marketing Specialist, with a minimum of 2 years of experience, to be a part of our success story. If you are excited about working on innovative campaigns, collaborating with a team of industry experts, and making a real impact in the field of behavior-driven marketing, then we want to hear from you! Do not miss this opportunity to unleash your creativity, drive results, and grow with us. Apply now and let's embark on this exciting journey together.

About Us: We are a highly regarded behavioral health training, implementation, and consulting organization committed to advancing the knowledge, skills, and practices of professionals in the field. Our organization offers comprehensive training programs, consultation services, and resources to support the delivery of high-quality behavioral health care.

What You Will Be Doing: Working under the direct supervision of the Director of Marketing & Public Relations, as a Marketing Associate in our behavioral health training and consulting organization, your role will be vital in comprehending the entire marketing needs and utilizing all of our assets to develop successful marketing strategies for our team members, stakeholders, and customers. By leveraging your expertise in these areas, you will actively contribute to the achievement of business objectives through the development and implementation of impactful marketing campaigns.

Primary Responsibilities

- Oversee day-to-day administrative responsibilities to ensure the seamless operation of the marketing department.
- Undertake market research as directed by the Director of Marketing & Public Relations to discover potential new opportunities.
- Collect and analyze data on consumer behavior such as web traffic and rankings.
- Generate reports on marketing and sales metrics such as conversion rates.
- Support in coordinating promotional events.
- Coordinate with the Marketing Design and Content teams to develop advertising materials such as brochures and newsletters.
- Maintain well-organized records of marketing metrics and outcomes from previous campaigns.
- At the direction of the Director of Marketing & Public Relations, prepare regular sales and/or content generation forecasting reports.
- Identify, assess, and track marketing activities of competitors.
- Conduct research to examine customer behavior including purchasing habits, trends, and preferences.
- Under the direction of the Director of Marketing & Public Relations, design and implement successful marketing campaigns.
- Establish tracking systems for online marketing initiatives.
- Track the progress of marketing campaigns, projects, and ad-hoc requests.
- Generate reports through the collection and analysis of sales data.
- Create concise product marketing copy.
- Organize promotional activities for new products/services.
- Aid in preparing forecasts for monthly, quarterly, and annual periods.

Desired Qualifications and Skills

- Bachelor's degree in a related field (e.g., Business and Marketing) or equivalent experience required.
- Two years minimum of work experience as a Marketing Associate, Marketing Assistant, or similar role required.
- Excellent organizational skills, with the ability to manage multiple projects simultaneously and prioritize tasks effectively.
- Strong attention to detail and accuracy in all aspects of work.
- Knowledge of marketing digital tools and techniques required.
- Experience with SEO/SEM campaigns.
- Proficiency in social media advertising and engagement.
- Proficiency in Microsoft Office Suite applications, virtual meeting platforms, web analytics, and Google Ads.
- Experience with AI is a plus.
- Experience in editing software (video, media, and others) is a plus.
- Proven experience in project coordination or management, preferably in the behavioral health or training field is a plus.

Compensation and Benefits

- \$55,000-\$70,000/year
- Medical, Dental, and Vision Insurance (100% paid for employee/70% paid for dependents)
- Employee Assistance Program
- Company Paid Life Insurance and Long-Term Disability Plan
- 403(b) Retirement Plan with company match based on fiscal year performance
- 13 Paid Holidays, plus 5-day paid Winter Break
- Generous Paid Vacation and Sick Time

Work Location

This is a hybrid non-exempt position requiring the flexibility to commute to our Sacramento office at least twice per week or as necessary.

EEO Statement

Cultivating an inclusive staff and a sense of belonging is central to our organization's focus on advancing equity. Our core values are recovery and resiliency, anti-racist, innovation, continuous improvement, customer commitment, cultural and linguistic inclusion, outcomes-driven, and health equity. We believe a diverse and inclusive environment inspires unity, respect, and passion for our work and one another. We are interested in hearing from people who can work with colleagues of varied experience and backgrounds. We are an equal-opportunity employer, candidates from all backgrounds are considered, and as an organization that values equity and inclusion, we highly encourage people of color, women, LGBTQ+ individuals, and veterans to apply.

To Apply: If you meet the qualifications and want to learn more about this position, please submit your resume and cover letter to hrmanager@cibhs.org