



Position Title: Octane Marketing & Business Development Coordinator

Time Requirement: Full-time

Location: Aliso Viejo, CA (Hybrid)

Build the SoCal of Tomorrow with Octane.

Octane convenes and enables the Southern California Tech and MedTech business ecosystem by connecting people, resources and capital. We will help create 55,000+ high-paying technology jobs in Southern California by 2030 through our Signature Events, LaunchPad SBDC Accelerator, as well as our Octane Enterprise Solutions (OES) business. In addition, Octane has direct access to capital and strategic partners. Octane annually welcomes more than 8,500 people to its 25+ programs and 5 Signature Events: Tech Innovation Forum, MedTech Innovation Forum, Ophthalmology Tech Summit, Aesthetics Technology Summit, and High Tech Awards.

Octane is looking for a motivated individual to support the Marketing & Sales team to maintain and expand our business in Southern California and beyond. The **Octane Marketing & Business Development Coordinator** will be responsible for marketing and sales projects to help accelerate the growth of events and partnerships throughout the year. This role will be heavily focused on building and maintaining current relationships through marketing campaigns and communication with Octane Annual Partners as well as generating leads for new partnership, Event sponsorship and registration, and annual membership.

Essential Functions Include:

- Leads - Generate qualified leads for Octane partnerships, event sponsorship, event registration, and annual membership revenue to align with the marketing team's strategic focus
- Membership - Manage Octane's individual membership base including renewing members, generating net new members, and achieving annual membership revenue goals
- Content Creation - Work with marketing team to create content for Octane Signature Events, overall messaging
- Email Marketing & Social Media - Create content for email newsletters and social media that aligns with the organization's strategic focus. Dive into the analysis of performance, including reporting on key performance metrics, and give recommendations based on findings.

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- Public Relations - Develop new ideas to engage regional news and editorial outlets and expand footprint throughout industry verticals.
- Octane Partner Engagement - Develop and grow relationships with Octane's Partner Marketing contacts to ensure contractual & signature event marketing deliverables obligations are executed. Collaborate to create new opportunities to increase the customer's ROI.
- Expand the Ecosystem Market- Leverage the Salesforce CRM platform to manage and maintain the partner/sponsor database.
- Onboard New Partners and Sponsors and continue to build maintain current relationships.
- Support other Octane Teams with Events - Contribute at Octane events as needed, such as assisting with partner/sponsor registration and managing the Octane booth.
- Other duties as assigned

Skills Required:

- Organized and able to prioritize and manage multiple projects at once
- Self-starter who holds themselves and teammates accountable
- Good understanding of marketing & communications best practices
- Personable - relationship-based communicator
- Great customer service with a customer-first attitude
- Demonstrates good business acumen
- Excellent verbal and written communication skills
- Creative, innovative, and able to think outside of the box
- Basic proficiency in Adobe CC Suite, including knowledge in Illustrator, Photoshop, and InDesign. Proficiency in Premiere is a plus.

Skills Preferred:

- HubSpot knowledge preferred
- Salesforce knowledge preferred

Requirements:

- Bachelor's Degree - Preferably with a marketing background

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- 2+ Years Work Experience
- Able to learn and use Salesforce and other organizational software
- Strong ability and understanding of Adobe Creative Suite

Date: November 19, 2021