



**Position Title:** Marketing & Graphic Design Specialist

**Time Requirement:** Full-time

**Location:** Aliso Viejo, CA

### Organization Overview

#### **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. Octane will help create 55,000+ high-paying technology jobs in Southern California by 2030!

Focus Areas Include:

- **Connect** – Created in 2002, the convening organization for innovation and content creation in Southern California. Includes 6 annual signature events (Tech Innovation Forum, Octane Medical Innovation Forum, Ophthalmology Tech Forum, Aesthetics Tech Forum, Cardiovascular Tech Summit, and High Tech Awards) and monthly programs. In addition, Octane has over 50 annual partners that support its mission.
- **Incubate & Accelerate** – LaunchPad SBDC is an accelerator for Late Seed & Series A tech and medtech companies. Since 2010, 1,400 companies have been assisted by Octane, creating 26,316 jobs and \$4.3B in capital infusion.
- **Capital & Growth** – Solutions to solve capital shortfall & accelerate growth of revenue and job creation. Includes capital access (institutional, strategic, VC, private investor, Visionary Ventures & Elevation Ventures), operational expertise, shared services and CEO/Marketing Leader Peer Groups.
- **Community** – The catalyst for job creation, diversity & inclusion. Core initiatives include Next Wave Leaders, Healthsocial.ai, Women Leaders of Octane, Non-Profit Accelerator and STEAM Ahead.

### Position Overview

Octane is looking for a self-motivated and adaptable person to build the Octane brand to expand its business in Southern California and beyond. The **Octane Marketing & Graphic Design Specialist** is expected to deliver high-quality brand & design materials and will be responsible for managing and expanding the Octane brand and execution of creative deliverables. This position will also manage

65 Enterprise  
Aliso Viejo, CA 92656

info@octaneoc.org  
949 330 6564

Learn more at [octaneoc.org](http://octaneoc.org)



the Digital Marketing content including website management, email coordination and social content. This position will work closely with the Department heads to ensure alignment and report to the Director of Marketing.

### **Company Functions**

**The Marketing & Graphic Design Specialist** is an integral part of the Octane team with responsibilities contributing to overall organizational performance and growth and supporting multiple functional units across two corporations including Octane, a 501(c)(6), and Octane Foundation for Innovation, a 501(c)(3).

### **Scope of Responsibilities**

- Create design solutions to help Octane and its initiatives reach its business and marketing goals
- Oversee design elements, from the conception to final delivery
- Develop design solutions (marketing images and copy) for print, web, email, presentations, and other media
- Able to prioritize and deliver while working on multiple projects with different stakeholders
- Proficient in communicating new design concepts and solutions as well as providing accurate and realistic progress reports
- Able to understand high-level business concepts and translate them into an easily-understood design
- Design, build and schedule email campaigns
- Assist Marketing team in creating marketing strategy and deliverables including email blasts, social media posts, ads, chatbot & more
- Maintain brand standards across all Octane materials
- Assist project leads and directors with marketing and branded materials specific to each initiative
- Create event materials including presentations and environmental graphics
- Design editorial materials like event programs, ads, and reports
- Manage Octane website, including coordinating with developer and deploy new design elements
- Manage forms and CTAs on HubSpot to use on website
- Familiar with UX/UI best practices



### **Staff & Resources**

- Director of Marketing
- Marketing & Business Development Coordinator

### **Compensation Package**

- Competitive base salary
- Annual performance incentive/bonus
- 401K
- Comprehensive healthcare benefits (health, vision & dental)
- Unlimited vacation, 13 company-paid holidays per year & Summer Fridays

### **Candidate Profile**

#### **Experience & Education Base**

- **Design & Marketing Experience** – Candidates must have 3 years in a design and marketing field. Must demonstrate graphic design skills with a strong portfolio or showcase of work
- **Technology & Software Experience** – Candidates must have experience with the following:
  - Adobe Creative Suite (especially Illustrator, InDesign, Photoshop & XD)
  - HubSpot sales and marketing products
  - WordPress (or similar platform)
  - Social Media platforms
- **Teamwork** – Ability to work well on a team and receive feedback from multiple sources
- **Educational Background** – Bachelor's Degree in Visual Communication, Graphic Design, Marketing or similar.

#### **Skill Set**

- High degree of experience with design software (*technically proficient*)
- Knowledgeable of and able to execute pre-press best-practices
- Ability to quickly learn and adapt to new software and tools (*flexible and adaptable*)
- Strategic planning and implementation (*create vision & strategy, drive execution and results*)
- Innovative and creative thinking (*think out of the box*)



- Strong communication skills (*verbal, written, listening, interpersonal*) – blog posts, email content, web copy, etc.
- Organized and able to prioritize and manage multiple projects (*strong tactical execution*)
- Attention to detail and proofing skills
- Collaborative (*Entrepreneurial team player, willing to roll up their sleeves to get the job done*)

### **Personality Traits**

- Growth mindset
- Results oriented
- Adaptable
- Proactive, self-starter who holds themselves and teammates accountable
- Personable and a relationship-based communicator
- Client-centric attitude that operates with a balance of strategy and timeliness
- High integrity and trustworthy
- Intellectually curious
- Enthusiastic
- Strong work ethic

### **Equal Employment Opportunity**

At Octane, we value bringing together individuals from diverse backgrounds. As an equal opportunity employer, we do not discriminate on the basis of race, color, religion, national origin, age, sex, physical or mental disability, medical condition, genetic information gender identity or expression, sexual orientation, marital status, protected veteran status, or any other legally protected characteristic.

### **Contact**

#### **Andree Jacques**

Office Manager, Octane  
andree@octaneoc.org

To learn more about Octane, visit <https://octaneoc.org/>. To view Octane's Annual Impact Report, visit <https://octaneoc.org/#impact>

Date: July 6, 2022

65 Enterprise  
Aliso Viejo, CA 92656

info@octaneoc.org  
949 330 6564

Learn more at [octaneoc.org](https://octaneoc.org)