



**Position Title:** Octane Marketing & Partner Engagement Coordinator

**Time Requirement:** Full-time

**Location:** Aliso Viejo, CA (Hybrid)

### **Organization Overview**

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 Summit, Aesthetics Tech Summit, High Tech Awards, and Cardiovascular Tech Summit) 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/CMO 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**

The Octane Marketing & Partner Engagement Coordinator will be responsible for marketing and sales projects to help accelerate the growth of events and partnerships throughout the year. This individual will contribute to existing marketing programs, while assisting with the development of new initiatives aligned with company and client goals. The ideal candidate will have prior experience with a wide range of marketing functions, including communications, advertising, sponsorship fulfillment, digital marketing (website & mobile app management, display ads, and social media). The Coordinator must be an organized multitasker able to handle many diverse projects at once and meet tight deadlines. Octane is looking for a motivated individual to support the marketing & sales-related projects across the organization to achieve team goals. This position will work closely with the sales & events team leads to ensure alignment and report to the Director of Marketing.

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



### **Company Functions**

Octane Marketing & Partner Engagement Coordinator is an integral part of the Octane team with responsibilities contributing to overall organizational performance and growth, supporting multiple functional units.

### **Scope of Responsibilities**

- Octane Partner Engagement: Onboard New Partners and Sponsors and continue to build and maintain current relationships
- Manage all Signature Event Marketing Deliverables: Develop and grow relationships with Octane's Partner and Sponsor Marketing contacts to ensure contractual sponsorship fulfillment items are executed
- Collaborate with Octane Sponsors to increase the value to customer's ROI
- Utilize Salesforce CRM platform and project management solution to manage and maintain the Partner/Sponsor marketing
- Manage Octane social media accounts: Create content and design solutions (marketing images, positioning, and copy) to convey marketing messaging
- Maintain company website, ensuring alignment with the organization's strategic focus
- Extract data and provide analysis of marketing performance, including reporting on key performance metrics and providing recommendations based on findings
- Marketing fulfillment for strategic partners, regional news and editorial outlets to expand footprint throughout industry verticals
- Support other Octane teams with events – Contribute at Octane events as needed, such as assisting with partner/sponsor registration, managing the Octane booth, supporting on-site run of show logistics
- Other organizational duties as assigned

### **Staff & Resources**

- Marketing & Graphic Design Specialist
- Director of Marketing

### **Compensation Package**

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



## **Candidate Profile**

### Experience & Education Base

- Bachelor's Degree - Preferably with a marketing background
- 2+ Years Work Experience
- Technology & Software Experience – Candidates must have experience with the following:
  - Salesforce
  - Adobe Creative Suite
  - HubSpot, Pardot, and similar marketing and sales platforms
  - WordPress (or similar platform)
  - Social media platforms
  - Excel, Google Sheets, Dropbox, and Google Docs

## **Skill Set**

- Ability to quickly learn and adapt to new software and tools eg. Salesforce (technically proficient 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. Attention to detail and proofing skills required
- Organized and able to prioritize and manage multiple projects at once (strong tactical execution)
- Collaborative (Entrepreneurial team player, willing to roll up their sleeves to get the job done)
- Ability to solve problems

## **Personality Traits**

- Growth mindset
- Team player
- Results oriented
- Ability to do different types of work
- 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 strong work ethic
- Passion to grow and contribute to the Tech and MedTech ecosystem to help drive impact in SoCal - you should be excited to work here!



**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**

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

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