



**Position Title:** Digital Marketing & Graphic Design Coordinator

**Time Requirement:** Full-time

**Location:** Newport Beach, CA (Hybrid)

### 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, 1,573 companies have been assisted by Octane, creating 28,372 jobs and \$5.9B 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 seeking a talented Digital Marketing and Graphic Design Coordinator to join our team. This position is responsible for expanding the Octane brand, executing creative deliverables for multi-channel distribution, and supporting the company's online marketing efforts (including creating website content, managing email campaigns, and organizing social media content). The

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ideal candidate will have a strong understanding of branding, graphic design, and digital marketing tactics. This position will report to the Director of Marketing.

### **Company Functions**

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

### **Scope of Responsibilities**

#### Graphic Design

- Develop and design creative concepts for digital and print materials, including but not limited to: brochures, flyers, infographics, social media graphics, email templates, digital ads and other visual content for Octane's marketing campaigns
- Create and maintain design templates and assets for consistency across all marketing channels
- Work with cross-functional teams to ensure that all design deliverables align with the Octane brand guidelines and business goals
- Ensure delivery and installation of graphic elements (digital and print) at Octane events and activations working with various print vendors

#### Digital Marketing

- Build and execute email campaigns, including list management, template creation, content curation, scheduling, and reporting to drive engagement and sales
- Report on digital marketing performance, including website traffic, social media engagement, email open rates, click-through rates, and conversion rates
- Manage and update Octane's website, ensuring it is up to date and user-friendly through creating content, including landing pages, event pages, and blog posts

### **Staff & Resources**

- Director of Marketing
- Graphic Design Specialist
- Marketing & Partner Engagement Coordinator

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### **Compensation Package**

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

### **Candidate Profile**

#### **Requirements**

- Bachelor's degree in Graphic Design, Marketing, Communications, or a related field
- Minimum of 2 years of experience in graphic design and digital marketing.
- Strong understanding of design principles and tools, including Adobe Creative Suite (Illustrator, InDesign, Photoshop, & XD)
- Experience with website management and email marketing platforms (WordPress, Pardot, Hu29pot, etc.)
- Experience with email marketing platforms (such as Pardot or HubSpot), social media management tools (such as Hootsuite or Sprout Social), and digital ad platforms (such as Google Ads and Facebook Ads)
- Strong project management skills and ability to manage multiple projects simultaneously
- Excellent communication and collaboration skills
- Ability to work in a fast-paced, deadline-driven environment
- Ability to multitask and manage multiple projects simultaneously
- Attention to detail and proofing skills

#### **Personality Traits**

- Growth mindset and proactive
- Personable and a relationship-based communicator
- Operates with a balance of strategy and timeliness
- High integrity and trustworthy
- Strong work ethic



### **Working Conditions**

This position is based in an office environment (hybrid) and may require occasional weekend or evening work for events. The Digital Marketing and Graphic Design Coordinator will work closely with the Director of Marketing and other cross-functional teams to execute marketing campaigns and support the company's growth objectives.

### **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**

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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>.

Date: April 4, 2023