



Position Title: Senior Marketing Manager

Reports To: Senior Director, Marketing and Communications

Location: Denver, CO

Job Grade: F

Connect for Health has an excellent opportunity for a Senior Marketing Manager.

Connect for Health Colorado (C4HCO) is a public, nonprofit entity established by the Colorado General Assembly in 2011 to create a health insurance marketplace. Since 2013, we've been helping individuals, families and small employers compare plans, apply for financial help and buy health insurance.

As Colorado's official health insurance marketplace, we are the only place to apply for financial help to lower the monthly cost of premiums. Customers can shop online; get help by phone or online chat from Customer Service Center representatives; and access expert help from a statewide network of certified insurance Brokers and community-based Assisters.

Our mission is to ***increase access, affordability, and choice for individuals and small employers purchasing health insurance in Colorado.*** For more information, visit ConnectforHealthCO.com

Position Summary:

The Senior Marketing Manager reports to the Senior Director of Marketing and Communications and leads the development, execution and day-to-day operations of the C4HCO's marketing program. They will manage a team of marketing staff and serve a critical role as a key partner in building brand strategy and driving marketing initiatives that support the organization's goals.

The Senior Marketing Manager oversees the planning and implementation of marketing campaigns across multiple channels, ensuring brand consistency and alignment with C4HCO's mission and priorities. They work closely with teams across the organization to translate strategic objectives into effective marketing tactics that reach customers and stakeholders.

Position Responsibilities:

- Manages a team of marketing and creative specialists and provides direction, coaching, and feedback to ensure high-quality, strategic work.
- Reviews, approves and provides guidance on marketing content and campaign assets to maintain brand standards and quality.

- Leads the development, execution and day-to-day operations of marketing strategies that align with C4HCO's priorities.
- Oversees marketing tactics and channels, including and not limited to organic social media, website, email and newsletter marketing, visual and graphic design, paid media, advertising, and video.
- Creates, reviews and approves marketing content, assets, materials, and campaigns, to ensure consistent messaging, and adherence to brand guidelines and visual identity across all channels.
- Maintains technical ownership and oversight of social media platforms.
- Manages multiple marketing projects, tracking timelines, deliverables, and approvals across all marketing efforts.
- Plans and drives the tactical execution of marketing initiatives across platforms, partnering with stakeholders to ensure strategic, integrated campaigns.
- Creates and deploys a comprehensive marketing strategy during the annual Open Enrollment period, coordinating high-volume, time-sensitive campaigns – at times under rapidly changing circumstances.
- Develops and manages strategic timelines and calendars for social media content, email marketing, and cross-channel campaigns, and provides project management for all marketing efforts.
- Refines and deploys C4HCO narratives and messages tailored for various audiences, including customers, insurance issuers, certified assisters and insurance brokers, and community partners.
- Manages the intake of marketing requests, prioritizing projects that align with organizational goals and departmental resources.
- Monitors campaign performance and adjusts plans to address shifting priorities or emerging opportunities.
- Owns and evolves measurement and reporting strategy for all marketing efforts, leveraging analytics tools to improve visibility, rigor, and decision-making.
- Leads reporting presentations and meetings with stakeholders on marketing performance and insights.
- Partners with colleagues in marketing and communications, business intelligence, policy, operations, and other teams to ensure brand-aligned campaigns that support C4HCO's priorities.
- Manages strategic relationships with marketing contractors and vendors, ensuring quality delivery and alignment with organizational needs.
- Collaborates with C4HCO partners on toolkit materials, social media partnerships, and other partner-related marketing initiatives.
- Provides oversight for organizational branded merchandise strategy.
- Supervises the online print collateral store for assisters, brokers, community partners, and other stakeholders.
- Identifies opportunities to improve marketing processes, project management, and cross-functional coordination.
- Supports recommendations on contractor and vendor relationships, marketing technology, and other strategic perspectives.
- Performs other duties in support of departmental and organizational priorities.

Position Requirements:

- Colorado resident.
- Bachelor's degree in marketing, communications, business, journalism or a related field; advanced degree preferred.
- Bachelor's degree in marketing, business, communications or a related field.
- At least 6-8 years of experience in marketing, communications, brand management, or a related field; at least 2-3 years of managing people or teams is strongly preferred.
- Proven ability to lead and develop staff, build collaborative teams, and create a culture of trust and accountability is strongly preferred.
- Strong strategic thinking and curiosity combined with hands-on execution skills; able to develop marketing strategy and implement tactical campaigns.
- Ability to balance creative experimentation with data-driven decision-making and a willingness to test new approaches.
- Skilled at managing multiple marketing projects simultaneously, including intake prioritization, campaign planning, timeline tracking, and coordinating with cross-functional teams.
- Comfortable working under pressure and adapting quickly when priorities shift – especially during high-volume periods like Open Enrollment.
- Experience collaborating with diverse internal stakeholders (communications, policy, operations, creative) to ensure brand-aligned and strategically sound campaigns.
- Familiarity with health insurance, the Affordable Care Act, state-based health insurance marketplaces, or the health care industry is strongly preferred but not required.
- Bilingual skills (Spanish language) are strongly preferred but not required.
- Experience using:
 - WordPress (and plugins)
 - Salesforce Marketing Cloud or HubSpot
 - Customer relationship management systems
 - Marketing database automation tools

Work Environment:

- Currently working remotely.
- The Connect for Health Colorado office is in the North Tech Center area of Denver, near the intersection of I-25 and I-225.
- The work schedule may include some non-traditional hours, weekends and evening events.
- Core office hours are typically 8am-5pm with some flexibility.

Total Compensation:

Connect for Health Colorado offers a competitive benefits package. Employees are offered a robust benefits package and may elect from various offerings to tailor a package best suited to their individual needs. Connect for Health Colorado employees are eligible to participate in the organization's 403(b) plan and are additionally provided with paid time off, short- and long-term disability, and life insurance.

To Apply:

Please apply on our Career page at <https://connectforhealthco.com/about-us/employment/>.

Connect for Health Colorado is an equal opportunity employer (EOE). Connect for Health Colorado may, at its discretion, conduct a background check on any workforce member and/or require job candidates to successfully complete a background check as a condition of employment.