



## NOW HIRING

### **Director of Marketing**

#### **ABOUT US:**

Founded in 2011, Circle Care Center (CCC) is Connecticut's leading provider of stigma-free sexual health and LGBTQ+-affirming medical services. CCC now serves more than 3000 patients annually across its two clinical locations in Norwalk and Glastonbury, and operates an in-house pharmacy at its Norwalk location. Circle Care Center's mission is to provide the highest quality medical care to its patients in Connecticut, specializing in primary care for people living with HIV and the LGBTQI+ community, as well as HIV prevention (PrEP & PEP), Hepatitis C, and STI testing and treatment, Gender-Affirming Care, and Behavioral Health Services.

#### **Summary:**

The Director of Marketing works under the direction of the CEO. The Director of Marketing is responsible for planning and implementing marketing programs, both short- and long-range, targeted toward existing and new market segments. Responsible for promoting CCC through various events and local associations by performing the following duties personally or through subordinates.

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#### **Requirements**

1. Must be flexible and able to work some nights and weekends to represent the organization at various events.
2. Possess advanced knowledge of the healthcare industry and law governing healthcare marketing and communications.
3. Demonstrate strong working knowledge of digital marketing (Google, social media, display), website management, communications, public relations, branding, and graphic design.
4. Possess thorough knowledge of organizational workflows and approval processes.
5. Ability to work effectively in a fast-paced environment.
6. Demonstrated problem-solving and troubleshooting abilities.
7. Strong verbal, written, and interpersonal communication skills.
8. Exceptional organizational skills with the ability to prioritize competing responsibilities.
9. Proficiency with Microsoft Office 365 and various marketing platforms.
10. Demonstrated ability to train, mentor, and support other staff.
11. Ability to promote teamwork and maintain positive interdepartmental relationships.
12. Commitment to maintaining compliance with all applicable state and federal regulations.

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#### **Typical Duties**

1. Developing and implementing strategic marketing plans and forecasts to achieve organizational objectives.
2. Developing and managing sales/marketing operating budgets
3. Planning and overseeing advertising and promotion activities, including print, online, electronic media, and direct mail
4. Guaranteeing that the achievement of marketing objectives falls within the designated budget



5. Evaluating market research and adjusting marketing strategy to meet changing market and competitive conditions
6. Establishing and maintaining relationships with industry influencers and key strategic partners
7. Guiding the preparation of marketing activity reports and presenting to executive management
8. Establishing and maintaining a consistent and positive company image throughout all marketing objectives, promotional materials, and events
9. Directing marketing forecasting activities and setting performance goals accordingly
10. Representing CCC at various community events and association meetings to promote its programs and services.
11. Assisting other departments within the organization to prepare various marketing brochures and technical publications
12. Identify key patient demographics, including areas of proposed patient base expansion
13. Drafting and disseminating patient communications, including but not limited to the patient newsletter.
14. Reviewing and analyzing marketing programs, including appropriate tracking, to determine the effectiveness of such programs
15. Directing marketing research and development
16. Performs other work-related duties as assigned

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### **Qualifications and Licenses**

1. Bachelor's degree in Marketing or Business preferred but not required
2. Minimum of five years related experience with progressive managerial/responsibilities
3. Demonstrated skill in marketing techniques and financial principles
4. Ability to communicate effectively, both orally and in writing, with co-management, internal and external customers
5. Ability to anticipate and solve practical problems
6. Must have a valid driver's license and the ability to transport oneself and marketing materials to various off-site locations throughout CT

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### **Work Conditions**

Constant standing and walking may be required. Lifting heavy items up to 50 lbs may be required when transporting materials for off-site events.

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### **Compensation**

Circle Care Center provides generous and fair compensation based on experience, credentials, and market analysis.

**Suggested Salary Range:** \$70,000 – 90,000 annually, depending on qualifications, experience, and demonstrated leadership abilities.

To apply please submit your resume and cover letter to the organization's CEO, Anthony Crisci, [acrisci@circlecare.org](mailto:acrisci@circlecare.org)

Circle Care Center provides merit-based equal employment opportunities to all qualified individuals without regard to membership in any protected class in accordance with applicable federal, state, and local laws.