



**Position Title:** Director of Marketing

**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 5 annual signature events (Tech Innovation Forum, Octane Medical Innovation Forum, Ophthalmology Tech Summit, Aesthetics 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/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

Octane is looking for an energetic and motivated leader to spearhead the Marketing team to expand its business in Southern California and beyond. The **Octane Director of Marketing** is expected to be a key revenue and profit driver and will be responsible for overall strategy and

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execution for marketing. This Marketing leader will work closely with department heads to ensure alignment and report to Janelle Brunette, Chief Operating Officer for the organization.

### **Scope of Responsibilities**

- Strategy – Create, develop and implement strategic and executional marketing plans for the organization
- Lead Generation – Generate qualified leads across all functions of the business including Partnership, Events, LaunchPad, Octane Capital & Growth, Octane Foundation for Innovation, and Healthsocial.ai. Qualified leads will tie to revenue generation and other success metrics as defined.
- Content Creation – Create original content to tell Octane’s story in a compelling and concise manner that resonates with our network of constituents. Curate content through Octane’s robust network of diverse thought leaders and subject matter experts.
- Public Relations – Create and implement a public relations strategy to expand our footprint on a local, national, and global basis.
- Audience Engagement – Deploy strategic and targeted email marketing & social media campaigns that align with the organization’s strategic focus.
- Technology – Leverage marketing automation tools such as Salesforce, HubSpot, Google Ads, Feathr, ZoomInfo, LinkedIn and additional SEO marketing tactics to grow customer acquisition and retention, and elevate the customer experience.
- Analyze – Dive into performance analytics, including reporting on key performance metrics, and give recommendations based on findings.
- Collaborate – Work directly with Octane Partners and Sponsors to create aligned marketing campaigns that deliver high value to both the client organization and Octane.
- Financials – Manage the annual marketing budget to align with the annual operating plan.
- Other duties as assigned

### **Reporting Relationship**

The Director of Marketing will report to Ms. Janelle Brunette, Chief Operating Officer. Her responsibilities involve overall organizational performance and growth, and leading seven functional units across two corporations including Octane, a 501(c)(6), and Octane Foundation for Innovation, a 501(c)(3). The functional units include Marketing, Sales, LaunchPad SBDC Accelerator, Community Initiatives, Finance, Events, and Human Resources. In this role, she is also responsible for



leading the 20<sup>th</sup> Anniversary Octane Impact Fund, a \$5M campaign. Janelle has also helped create and build entities that further contribute to Octane's impact in the Southern California innovation ecosystem including Visionary Venture Fund, Elevation Ventures, and Octane Capital & Growth.

### **Staff & Resources**

- Senior Designer
- Marketing & Business Development Coordinator

### **Critical Operating Relationships**

- Chief Executive Officer (Bill Carpou)
- Chief Operating Officer (Janelle Brunette)
- Senior Director, Partner Relations
- Vice President, Octane Capital & Growth
- Managing Director, Healthsocial.ai
- Managing Director, Next Wave Leaders
- Head of Events
- Director, LaunchPad SBDC
- Director, Community Engagement

### **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**

- **Marketing & Sales Experience** – Candidates must have 8-10+ years of work experience in Marketing & Sales. Candidates must have current/recent experience in creating, developing

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and implementing both strategic and executional marketing plans. Candidates must also have current/recent experience in sales revenue generation directly tied to marketing efforts.

- **Services Experience** – Ideally, candidates will have experience marketing branded services (versus just products).
- **Marketing Technology Experience** – Candidates must have experience working with a variety of marketing and marketing automation tools, such as:
  - HubSpot sales and marketing products
  - Salesforce sales and marketing products
  - Google suite of marketing products
  - Adobe Create Suite
  - ZoomInfo
  - Feathr
  - Social Media: LinkedIn, Instagram, Facebook, Twitter, TikTok
  - WordPress
- **Team Leadership** – Demonstrated success leading, developing and training a team.
- **Educational Background** – Bachelor’s Degree in related field required. MBA or related Master’s Degree preferred.

### **Skill Set**

- Direct & digital marketing skills (*technically proficient*)
- Strategic planning and implementation (*create vision & strategy, drive execution and results*)
- Innovative and creative thinking (*think out of the box*)
- Strong financial management (*focus on performance and ROI*)
- Highly analytical (*leverage data in good decision making*)
- Organizational leadership and team development (*lead through influence*)
- Strong communication skills (*verbal, written, listening, interpersonal*)
- Strong presentation skills (*deliver the message clearly and effectively*)
- 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*)

### **Personality Traits**

- Growth mindset



- Results oriented
- 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**

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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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