



# Creative Freedom™

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A division of Ark Entertainment Media

## Marketing Assistant Job Description 2017

Thank you for your interest in this part time Marketing Assistant position!

With the growth of the Creative Freedom brand and the Creative Freedom Incubator in particular, we have an immediate need for a Marketing Assistant to help with the social media and email marketing work load.

While this is a "spare time" contract position to start (10-20 hours per month), this position is poised to double or triple in scope within the next six months. We are also open to bringing on a second team member as needed. This is an incredibly important role in the company, and it's important we find a good fit for both our clients and myself as well as the candidate.

Please read the job description below carefully and consider whether this position truly fits you. If it feels like a fit, please follow the instructions to apply.

### **The Backstory**

The Creative Freedom Incubator is rolling into its second year. We've been actively supporting the business and personal growth of a handful of creative entrepreneurs. As their businesses grow, the need for quality administrative support they can trust becomes critical. Rather than forcing these tender businesses into a full-blown hiring whirlwind, I screen and service their administrative needs from within the Incubator. The idea is that we are their systems "training wheels" while they step into their CEO roles and learn how to delegate and manage a team. Their contracts include a specific number of "work hours" to help with projects and tasks that grow the business. One such set of tasks lies within the marketing arena: **Social media, email, and website (on page) marketing.**

### **Your Role**

You will begin in a "spare time" contract capacity – approximately 10-20 hours per month, supporting both my company and Incubator clients with these types of tasks. The expectation is that the role will grow into more hours, and possibly take on more responsibilities based on the candidate's proven expertise in the position.

To be clear: you are not being tasked with developing strategies or marketing campaigns.

Instead, ***yours is an implementation role*** - starting with one task, demonstrating proficiency, and then growing from there. You'd be responsible for creating social graphics based on a set of brand standards for each client, and then scheduling those posts for the client according to a defined process document, which will vary from client to client. While this is a processor-type role, I still want you to be able to think for yourself, and if we're doing something that can be improved upon, I'm open to hearing your input.

You'll also be updating email and/or website copy on an as-needed basis. Some clients have weekly newsletters, while others tweak sales pages from time to time. Again, you're not creating the content, you're just handling the manual uploading and scheduling of the same.

You'll be responsible for following and updating any process documents created to help navigate your marketing tasks. If an email provider changes their home page, you'll be responsible for updating the process document with a new screenshot so that the document stays current.

In general, you will report directly to me (Lisa Robbin Young), and I will be the intermediary for tasks (in the beginning, anyway). So while you won't have much contact with clients directly, your work will directly impact their brand AND their bottom line.

As you become accustomed to the role, additional tasks may be added, like uploading, editing, or scheduling newsletter content for the client. That means you'd need to be familiar with email marketing tools like MailChimp, Aweber, and GetResponse to name a few. Each service has similarities and differences, and while I don't expect you to know everything about every platform, I do need you to be willing to learn.

### **Your Work Environment and Schedule**

This is a virtual position. I won't say "work from anywhere" because you'll need a healthy Internet connection and email access to get work done. Process documents are managed "in the cloud" and most of your work requires web access. Occasionally, you'll need to be available for video conferencing sessions to report out on client projects, but I try to keep meetings to a minimum. Email is my preferred method of communication in most situations.

While you are able to essentially set your own schedule, there will be deadlines for task completion. If a client newsletter needs to go out on Wednesday, it needs time to be proofed before then. ***When you've committed to a deadline, you are expected to meet it.***

My general work hours are Sunday – Thursday 11am – 5pm Central time, so it's helpful to have some availability during a few of those times to handle feedback, corrections, or questions on your work. Otherwise, you've got a fair amount of freedom to build a schedule that works for who you are and how you best show up in the world.

### **Your Responsibilities May Include:**

- Creating a variety of social media graphics based on given specs and brand guidelines.

- Uploading and scheduling social media posts in Hootsuite or another similar tool
- Editing, uploading, and scheduling email, newsletters, site content, and blog posts according to brand guidelines or given instructions
- Generate customer-specific time reports for billing purposes
- Occasional video or web-based conferencing tasks and meetings.
- Communicating with me (Lisa) on a regular basis and tracking task completion
- Potentially other tasks based on your demonstrated abilities.

### **Position Requirements**

- Some availability between 10am and 5pm Central time a few days each week for scheduled meetings and assigned commitments.
- The ability to follow instructions and use higher-thinking skills to point out possible improvements to the same.
- A commitment to social inclusion, respect, honesty, and integrity. We are a multi-cultural company working with people all over the world.
- The willingness to learn and try new things.
- Being okay with making mistakes (and doing your best to resolve them ethically).
- Is not afraid of technology, cloud-based applications, email marketing platforms, or publishing platforms like Wordpress.

### **Compensation**

This is a part-time, contract position, and a 1-hour paid audition will be required if you pass the initial screening interview. Compensation is set at \$15-20 per hour, based on experience and proven ability during the audition. Candidates that make it to the paid audition stage will be compensated \$15 for their audition hour (paid via PayPal). As a contractor, taxes, insurance, etc. are your responsibility.

### **Equal-ish Opportunity**

My goal with any hire is to find the right person for the position. That means there has to be a strong fit both for the skills **and** the personality. I don't care about your gender (or lack thereof), your physical, emotional, or mental health issues (or lack thereof), your skin color, the deities you do (or don't) worship, the length of your hair or the size and number of the holes in your ears. I don't care if you're 15 or 150, if we can get along and you can do the job, I strongly encourage you to apply. Some people may be incredibly qualified and hard as hell to work with. Sorry, I can't hire you.

I say "equal-ish" because I DO care about two things:

1. **What matters to you.** I don't want you to shoe-horn yourself into a job that you may be good at, but drains your life. That's not what this company is about. You need to be able to be yourself to be your most successful. That's a core belief of our company. That means my unconscious biases (or those of my clients) might create issues for you should you choose to join our team. I hope you'll point them out to me in a respectful manner.

Likewise, I have my own set of values and beliefs that are the underpinnings of my work (as do our clients). You don't have to believe them. I'd never force them down your throat, and you have to be able to respect them and not disparage them

publicly or to our clients. You may be privy to the inner workings of my business, and that's about as personal as it can get. Basically, I'm hiring a grown-up, not a child, and I'm asking you to be a respectful, upright, and kind person. Not a doormat. Otherwise, please don't apply.

2. **Where you live.** My preference is to hire U.S.-based staff when possible, and I aim to pay a fair wage based on that premise. So if it comes down to you and another, and they're Stateside and you're not, then they'll probably get the position. But if you're head and shoulders above all the other applicants, you'll still be the one that gets the nod (assuming you've met the criteria mentioned in #1 above).

## READY TO APPLY?

Create an Introduction Story in PDF format that includes the following details:

- Your Full Name
- City, State/Province and Country where you currently live
- Phone Number and Email Address
- Details of your marketing, social media, design and administrative experience.
- Any special training, experiences, or education you've had that would relate to your skill as a marketing assistant.
- Your preferred social media platforms (with links to your own accounts)
- What you love most about social media.
- What you love about marketing.
- Why you'd like to work for us.
- What advantage you'd bring to our company.
- Your Creative Freedom Entrepreneur Type (<http://lisarobbinyoung.com/quiz>)
- Anything you'd care to share about you, your life, your story.

Remember, this is a **MARKETING** position! Sell me on why you'd be the best choice!

We are looking to fill this position as soon as possible so there is no deadline date. If you feel this position could be a fit for you, please apply ASAP. I can't wait to read your Introduction Story.

In blessings and peace,

Lisa Robbin Young  
Founder, Ark Entertainment Media  
Host of Creative Freedom  
[www.lisarobbinyoung.com](http://www.lisarobbinyoung.com)