



Marketing Assistant Job Posting 2018

Are You Our Marketing Administrative Assistant?

Thank you for your interest in the part time, 10+ hours/week Marketing Administrative Assistant position at Heart of Business. We are a loving and committed group and are excited about adding another skillful, passionate, and kind person to our team.

Although this is being listed as a quarter-time position for now, as we continue to grow, this position will potentially grow to at least half time.

We ask that you please read the job description below carefully and consider whether this position truly fits you. If after reading through the job description you determine that this feels like a fit for you please follow the instructions below about How to Apply.

Job Description

There is a tremendous opportunity here at Heart of Business: we have raving fans, we have programs that work, with years of history and success behind them. We also have the capacity to scale delivery of these programs.

We are now wanting to reach a significantly larger audience. This includes a focus on wider distribution for our content, and social media advertising.

You

You enjoy marketing tasks, research, and getting things done. You are also inspired at helping Heart of Business grow and reach the people who need our help.

You are skilled and comfortable online, in social media, and in learning new things in the ever-changing digital world. You are at least somewhat familiar with social media advertising, Facebook and potentially other platforms. You are also comfortable handling websites, blog posts and broadcast emails in autoresponder platforms.



The Role

You would be the marketing administrative assistant, initially in a part-time, 10+ hours/week capacity.

There are three parts to this role:

First: managing our social media presence, at first primarily on Facebook, through Business Manager, and then eventually through other platforms. This includes organic and paid content promotion, audience creation, and detailed tracking.

Second: Setting up and scheduling broadcast emails through our platform, InfusionSoft, as well as setting up blog posts.

Third: Thinking about improvements to marketing as you go, and discussing them with appropriate people on the team. Potentially doing some light website work to implement pages and strategies.

Work Environment and schedule

We're a virtual team, meaning that we each work out of our home office. Our team is currently spread out - one in central upstate New York, two in Texas, one in Illinois, and one in Australia. This means you'll work from home, too, staying in contact with us during a workday using Skype texting and phone calls.

Two things are true- (1) you will be able to basically set your own work hours, and (2) we'll need regular care to this role on a weekly basis. You'll also need to be available to connect with Mark Silver, our founder, and the rest of the team at least on Mondays. Mark generally works between 9am and 4pm eastern time, Monday through Thursday.

If you fit with us, you'll love this job, because the people are so open-hearted, loyal and fun. We really enjoy each other, and want are committed to all of us being happy at work.

Responsibilities

Your initial responsibilities would be to:



- Being comfortable and efficient with various social media platforms, as well as our website, to help distribute and republish our content.
- Using our platforms and applications to track information, manage the project, and communicate with Mark.
- Meeting with Mark on a weekly basis, and help him stay accountable to these priorities.
- Attend some team meetings.

Strong Preferences (required):

- Read our Getting to the Core Workbook <http://www.heartofbusiness.com/pdf/gettingtothecore.pdf>
- Some availability Monday-Thursday between 9am-4pm Eastern for meetings and outreach activities on a weekly basis, even if the bulk of the work happens at other hours.
- Open to Sufi-based teachings and diverse spiritual practices
- Organized and capable in online research.
- Enjoys working with cloud-based applications
- Very proficient in learning and using online technology tools (some listed below.)

Strong Preferences (but not required):

- Familiar/functional with following systems: InfusionSoft, Basecamp, Google Docs, Wordpress, Facebook

Compensation

During the initial 60-90 days you'll be a contractor, as we get to know each other. After that, you can be hired on as an employee. The starting offered rate is \$18-\$20/hour depending on skill and experience. If, after you become an employee, the position may expand from 10 hours/week to 20 hours/week, in which case you'll be offered medical, dental and vision insurance.

Commitment to Diversity

The team at Heart of Business is committed to honoring diversity on our team and within our clientele.



We respect all type of diversity including, but not limited to, ethnicity, race, gender, sexual orientation, gender identity, age, religion and abilities.

We want to live in a world that recognizes the inherent strengths that come from different viewpoints, backgrounds cultures and experiences. As a team, we have taken on a commitment to examining our unconscious biases, and want to work towards an equitable, peaceful, just world.

In regards to race and ethnicity, we reject the idea of "color-blind" and instead want to live in a "color rich" world, where each experience helps to weave the tapestry of strength and love. As a white-owned company, with a majority white team, we're going to miss seeing things that would be obvious to someone with different experiences. If you are a reader, client or colleague, and you ever see us expressing unconscious bias in a way that we seem unaware of, we invite you to tell us.

If you look at our team and do not see your experience, identity, or background reflected (or poorly reflected) and believe that you would be an asset to our team and our work, then when we have openings we especially invite you to apply and bring your strengths to our team.

Supplemental Questions

Please answer these Supplemental Questions in a separate document.

- Full Name
- City, State/Province and Country where you currently live
- Phone Number and Email Address
- Please share details of your current and past marketing, research or administrative experience.
- Please share any special training or education you've had that would relate to your skill as a marketing assistant.
- Do you use a Mac or a PC?
- What computer applications do you consider yourself highly skilled with?
- Please describe your experience, if any, with each of the preferred systems/applications listed above? If not, what similar systems have you used and to what extent?
- Have you ever worked on a virtual team? Tell us about your experiences working on a team.



- Tell us about yourself. What are your hobbies? What do you like to do for fun? We'll read as much as you want to share.
- Are you familiar with Heart of Business? If yes, how?
- Why would you like to work for Heart of Business?
- Please take this free online quiz:
<http://www.humanmetrics.com/cgi-win/JTypes2.asp> and provide us with your results.

We'd like to know if you are an INFJ, ENFJ, etc. If you already know your Myers Briggs personality type you can pass on the test and send us your type.

- Please take this simple free online quiz:
<http://predictablesuccess.info/quiz/quiz.php?id=4> and provide us with your results.

You will be sent a free report with your results after completing the quiz. Please include the results in the format as they appear here:

480 Operator
210 Synergist
150 Processor
120 Visionary

How to Apply

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 don't hesitate to email these three items: 1) Cover Letter, 2) Resume (with three references including contact information), and 3) Supplemental questions. Send all three as one single PDF to hiring@heartofbusiness.com

With big appreciation,
Mark Silver
President/CEO for Heart of Business, Inc.