



## **Marketing Assistant Job Posting 2017**

### **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 finding partner organizations, as well as 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 have skill in researching organizations and finding out about them from a distance. You are also skilled and comfortable online, in social media, and in learning new things in the ever-changing digital world.

You are also comfortable and warm with both written and verbal communication, and persistent in following through. (Note: this is NOT sales, just communicating with people.)



You also are comfortable managing multiple relationships, using a database/customer-relationship management system as needed, to make sure people are followed up with in a timely manner.

### **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.

**The first part is research.** You will quickly come to understand our company and our best clients enough to be able to research and find organizations, communities and businesses that have a significant percentage of these clients in their rolls. You would use the internet and social media to find these organizations, most of whom would be unknown to us at first, find out as much as you can about who they are, what they are up to, whether they have the right audience for us, and whether we are aligned enough in values to be worth approaching.

It may also include finding the right person to contact, find out if they are open to collaborations and partnerships similar to what we propose, and maybe, eventually starting the conversation. At the appropriate point, you would hand the conversation over to Mark. In the beginning especially, Mark Silver, our founder, would be doing the outreach itself.

Mark would be very involved in this stage, writing templates for initial emails and helping script/language phone calls, if needed. He can also handle some of the initial contact work, especially in the beginning, as long as the research and client relationship management is happening around him.

**The second part is managing the relationships and following through.** You would track each relationship, the stage of contact they are in, and what they are needing when, so we follow-through in a timely and appropriate manner. As you become accustomed to the role, there is an administrative/back-end role that would include using Infusionsoft and our other platforms/systems to help deliver and track what's needed. This may also include managing affiliate codes and systems.



**The third part is other marketing tasks.** Helping to distribute our content on social media platforms, following up with opportunities and inquiries, managing at an administrative level social media advertising, and other tasks related to marketing as they come up.

### **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 as well as potential partner organizations. 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:**

- Identify and research organizations, communities and businesses, putting them into a client relationship management database. This includes identifying values and “feel” of an organization, learn who their audience is, how they communicate with that audience and how large it is, whether they partner or are open to partners, and to find key people within the organization and how to reach them, so Mark can communicate with them.
- Eventually grow into doing an initial reach-out to an organization to determine if they are open to collaboration, and find the right person to speak to, connecting them to Mark.
- Make sure all is being followed-through with, tracking how and when communications should be happening, including tracking if we haven't heard back from someone that we expected to, and getting them information. This may include updating a Wordpress



web page on our site, accessing custom affiliate codes and other kinds of information from within our systems like Infusionsoft, and getting that information to our partners.

- Communicating with appropriate Heart of Business team members to make sure whatever needs to happen next happens.
- 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, Highrise, 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 expands from 10 hours/week to 20 hours/week, 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](mailto:hiring@heartofbusiness.com)

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