

# JOB DESCRIPTION

## MARKETING ASSISTANT

5-15 hours per week // email resume to [info@thecollectivein.com](mailto:info@thecollectivein.com)

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### ABOUT THE COLLECTIVE

The Collective was founded in 2019 as a community for entrepreneurs. We support our members, all small business owners, through networking events, workshops, artisan markets & other events. Our members work together to support the local community through givebacks.

### ABOUT THE POSITION

The Marketing Assistant will work closely with our team in all aspects of our business with a focus on marketing & promotion. While they will generally work remotely, they will be in regular communication with our team via text, phone, video chat and/or email. The Marketing Coordinator will be required to attend & work public events put on by The Collective

### QUALIFICATIONS

- Experience with social media, running IG/FB ads, Mail Chimp, Google Drive & Squarespace
- Ability to stay on schedule and strong time management
- Firm grasp of proper grammar, spelling & punctuation.
- Self-motivated & works well in a team environment
- Works well in large groups of diverse people in a fast-paced environment
- Passion for small businesses & our local community
- Willing to learn new things & step in when help is needed in other aspects of our business
- A positive attitude & excellent communication skills are a must

### TASKS WILL INCLUDE

Create marketing schedule to encompass everything going on with TC, our Members and events

#### *Media*

- On-brand content creation (copy, photo, video, graphics, etc.)
- Create & run effective social media ads
- Post according to the team's marketing schedule
- Engage in posts & answer DM's
- Update website as needed
- Optimize SEO

#### *Events*

- Capture content & run social media during events
- Work public events as needed (may include helping participants & guests, working TC booth, etc)
- Attend Member Events according to team schedule
- Help distribute marketing materials (*as needed*)

#### *Communication*

- Keep team up-to-date about marketing plans & present progress during weekly meetings
- Network, identify & recruit new Members
- Work with necessary parties to compile information for marketing (ie- nonprofits, venues, etc.)

