



CHEC Marketing Assistant – Communications Coordinator

Job Description

Reports to: Marketing Director

Summary objective of position: The Marketing Assistant – Communications Coordinator is to effectively communicate CHEC's Vision & Mission through "customer facing" communication including but not limited to; writing copy for email campaigns, website content, and blog postings, text messaging, and managing other 3rd party platforms/software needed for communication. While also being available to assist with administrative tasks as needed.

Responsibilities:

- A. Define key performance indicators (KPI) with annual goals and objectives
- B. Attend regular (2–3x/month) staff meetings (in person or via video conference)
- C. Create original content consistent with CHEC's Mission and Vision (write and edit) following the StoryBrand process, gather outside content (solicit and edit), and collaborate with teammates to publish marketing promotions for various CHEC projects and events, including but not limited to:
 - a. Manage email campaigns
 - i. Draft, edit, format, send majority of CHEC emails
 - ii. Keep contact lists updated (imports, archive, distribution lists, segmentations)
 - b. Blog posts (using Wordpress)
 - i. Write original content and solicit guest authors
 - ii. Using keywords to help with website SEO
 - iii. Posting the blog to the website
 - c. Maintain and follow the CHEC email calendar with direction from the Marketing Director.
- D. Monitor, report, and analyze marketing campaign stats for ongoing improvement
 - a. Email open and click rates
 - b. Subscribes and unsubscribes to email lists and blog
 - c. Other KPI's
- E. Assist with other marketing communication, including but not limited to:
 - a. Advertiser stats on emails
 - b. Event follow up communication
 - c. Assist with social media posts as needed (and customer service interaction)
 - d. Be available to help with Homeschool Summits customer service if needed
 - e. Website edits using Wordpress
- F. Continually explore and implement current marketing trends specific to email and communication to stay relevant and fresh
- G. Assist with administrative tasks, including but not limited to:



- a. Proofing publications to help ensure all promotional material and communication is consistent with CHEC's vision and message, contains accurate information, and is of professional quality with a cohesive, winsome, creative style
- b. Attend CHEC events for marketing purposes.
- c. Other assigned projects, as needed

Work Hours & Benefits: This is a part-time remote position, 16-20 hours per week, with a flexible schedule. We're looking to hire someone who is open to committing for 2+ years. Starting wage at \$17/hr.

Qualifications & Skills:

- A. Clear understanding of and agreement with [CHEC's vision](#) and message.
- B. Familiarity with the homeschool community.
- C. Excellent, clear, and cheerful verbal and written communication skills for interacting with team members/customers and creating promotional materials. Understanding of the StoryBrand model is a plus.
- D. Strong computer skills and typing speed.
- E. Superior organizational and time management skills. Keeping orderly plans, task lists, and digital files.
- F. Strong writing skills and ability to create original content based on personal initiative or direction from others.
- G. Experienced with the following platforms is preferred but not required (the Communications Specialist will use all these platforms):
 - a. ASANA
 - b. Google Workspace (G-Mail, Google Drive, Google Docs, etc.)
 - c. MailChimp
 - d. Social media platforms, including Facebook and Instagram
 - e. Wordpress
- H. Strong sense of ownership, initiative, and attention to detail.
- I. Ability to:
 - a. Work independently (self-driven) and with a team
 - b. Handle deadlines and multitask with excellence, without losing detail or getting overwhelmed
- J. Driven to learn new things (including new computer programs), brainstorm and research new ideas, and ask questions.
- K. Timely communicator via email, and phone (call and texting).
- L. Willingness to help with all-hands-on-deck type projects to assist the overall CHEC mission.
- M. Access to a computer and strong internet service.