



CHEC Marketing Assistant

Job Description

Reports to: Marketing Director

Summary objective of position: The Marketing Assistant is to effectively communicate CHEC's Vision & Mission through keeping the CHEC websites updated, creating and maintaining online forms, website integrations, and 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. Keep the CHEC websites updated (wordpress)
 - a. Editing and creating web pages on all CHEC sites using provided copy (Divi & Genesis Themes)
 - b. Form creation (Gravity forms in connection with Zapier)
 - c. Implementing strategies to improve website SEO
 - d. Community calendar event listing (Event Calendar)
- D. Setting up and managing registration forms for CHEC event (Webconnex)
- E. Manage all aspect of the CHEC app (push notifications, updating information)
- F. Assist with other marketing needs, including but not limited to:
 - a. Research, develop, and order CHEC promotional items
 - b. Communicate with CHEC staff and office to ensure promotional materials are in stock and up to date
 - 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. Proofing publications
 - f. Attend CHEC events for marketing purposes.
 - g. Other assigned projects, as needed
- G. Keeping orderly plans, task lists, and digital storage files

Work Hours & Benefits:

This is a part-time position remote position, 10 hours per week, with a flexible schedule. We're looking to hire someone who is open to committing for 2+ years. Starting at \$17 per hour.



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
- D. Strong computer skills and typing speed
- E. Strong writing skills and ability to create original content based on personal initiative or direction from others
- F. 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. Webconnex
 - f. Wordpress
 - g. Event Calendar
 - h. YOAST
 - i. Zapier
- G. Strong sense of ownership, initiative, and attention to detail
- H. Ability to:
 - a. Work independently (self-driven) and with a team
 - b. Handle deadlines and multitask with excellence, without losing detail or getting overwhelmed
- I. Superior organizational and time management skills
- J. Driven to learn new things (including new computer programs), brainstorm and research new ideas, and ask questions
- K. Timely communicator via email, phone (texting), and social media
- 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