



CHEC Marketing Assistant – SEO/SEM Specialist

Job Description

Reports to: Marketing Director

Summary objective of position: The Marketing Assistant – SEO/SEM Specialist is focused on increasing CHEC's position on the web as the authority for all things homeschool in Colorado and generating new leads. While keeping CHEC's Vision & Mission central to our online presence.

Responsibilities:

- A. Define key performance indicators (KPI) with annual goals and objectives for the following areas, but not limited to:
 - a. SEM (Paid Ranking)
 - i. Paid social media ads
 - ii. Google ad grant ads
 - b. SEO (Organic Ranking)
 - i. On page (keywords, meta description, etc.)
 - ii. Off page (back linking)
 - iii. Technical (indexing of websites, load speeds, etc.)
 - iv. User interaction (google analytics - bounce rate, time on page, users, sessions, etc.)
- B. Work with other CHEC staff to ensure:
 - a. Keywords are being used in copy for blogs, website development, web page creation, and other needed areas.
 - b. Quality lead gens are being used to reach new audiences. Recommending creation of lead gens based on analytics, trending searches, and keywords searches.
- C. Attend regular (2-3x per month) staff meetings (in person or via video conference)
- D. Oversee all paid and non-profit ads on CHEC social media accounts. Develop compelling ads for all major social media platforms, including but not limited to Meta and Google following current social media practices, utilizing concepts of CHEC's BrandScripts.
- E. Create and maintain a social media calendar for paid ads, with direction from the Marketing Director.
- F. Ensure all promotion and communication is accurate, professional, and consistent with CHEC's vision and message, with a cohesive, winsome, and creative style.
- G. Continually explore and implement current marketing trends.
- H. Monitor, report, and analyze social media ad campaign stats for ongoing improvement:
 - a. Tracking conversions (clicks, traffic, and registrations)
 - b. Identifying low areas and suggesting improvements



- I. Able to attend major CHEC events for onsite promotion and general help.
- J. Keeping CHEC sites optimized (mobile and desktop) and updated for SEO
 - a. Using Google Search Console, YOAST, Wincher, and/or other SEO type plugin on CHEC wordpress sites
 - b. Implementing different types of keywords including long tail keywords
 - c. Keeping search terms fresh and relevant
- K. Assist with other marketing and CHEC-related administrative duties as needed

Work Hours & Benefits :

This is a part-time position, 10 hours per week, with a flexible schedule. We're looking to hire someone who is open to committing for 2+ years. Pay starts 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
- D. Strong computer skills
- E. Familiarity with digital marketing including Google ad grants, Meta Business Suite, search engine optimization (SEO), search engine marketing (SEM)
- F. Experienced with the following platforms (preferred but not required):
 - a. Google Workspace (G-Mail, Google Drive, Google Docs, etc.)
 - b. Social media advertising experience on the following platforms, but not limited to:
 - i. Google
 - ii. Meta
 - iii. X (Twitter)
 - iv. Pinterest
 - v. LinkedIn
- 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/text, and social media
- L. Willingness to help with all-hands-on-deck type projects for the overall CHEC mission
- M. Access to strong internet service