



Company: Rachel Perry, LLC

Position: Marketing Assistant

Job Type: Part-Time; Contractor

Marketing Assistant Roles and Responsibilities

The Marketing Assistant at Rachel Perry, LLC is a part-time contractor. This is an entry-level position that has the potential to grow into more.

Role and Expectations

The Marketing Assistant is available for 10-15 hours a week, starting out with room to grow. The Marketing Assistant is knowledgeable in utilizing social media to engage and nurture relationships online in order to help make the best decision regarding purchasing. The Marketing Assistant is a specialist in Facebook groups and is responsible for responding to all inquiries and requests in a timely manner, maintaining outstanding relationships with our communities and customers and managing the free Facebook group(s) through content creation, scheduling and posting. The Marketing Assistant will assist in managing the podcast, Making The Leap.

Measurable outcomes include:

- Inbox zero for Rachel Perry's Facebook Page
- 24 hour or less response time
- Assist with weekly recorded podcast episodes
- Daily content in the Facebook groups for engagement

Responsibilities include:

Respond to all comments, messages on behalf of Rachel or Team Rachel within 24 hours or sooner on the Rachel Perry Facebook Page, Facebook Ads comments, the

free community Facebook group and paid community. Have the Facebook Page at "Inbox Zero".

Manage all brand social media profiles including Facebook and Instagram, including content creation, content planning, content posting, engaging for follower growth, and responding to all direct messages.

Pre-Sale Customer Service: Answer questions and nurture relationships by social media messages for those curious about the Wealth + Worth Legacy Builders Membership, or anything else that Rachel Perry LLC is selling.

Evergreen Content Repurposing: maintain an archive of all brand content and look for opportunities to take older content (blog posts, Facebook posts, Instagram posts, etc) and repurposes it into other marketing iterations (ie Instagram Static posts, Facebook Live videos, emails, etc)

Editorial Assistance: Take content and repurpose it for social media posts and assists with planning and scheduling content created by the CEO or Graphic Designer.

Launch Assistance: Support in product launches including support with tech setups, content scheduling and creation, and executing the launch.

Copywriting as per Brand Standards: Adopts the Rachel Perry brand voice in all branded communication such as emails, social media messages, marketing copy, etc.

Assist in Marketing and Launch Planning: Supports the CEO and Integrator in developing and implementing marketing and product launch strategies including editorial calendar planning and management, content creation, and identifying opportunities to improve marketing results.

Podcast Management: Manage the company's podcast including assisting with recordings, submitting the podcast to the podcast editor, writing and posting show notes, creating image from template, uploading the podcast episode to Libsyn and website.

Metrics Reporting: Responsible for reporting different marketing metrics determined by the CEO.

Available for virtual weekly team meetings.

Requirements (Expected Proficiencies):

- High school diploma or equivalency
- Highly organized and able to multitask
- Self-driven and proactive nature
- Familiarity with email, internet, Apple OS, Google Apps, Squarespace, Libysn
- Excellent written and oral communication skills required
- Passion for exceptional customer service
- Strong written and oral communication skills
- Exceptional problem solving skills

Additional details:

- Work Location: Fully Remote
- US applicants preferred, but not required.
- EDT applicants preferred, but not required. However, our CEO is located in Fairfax, VA and clients are nationwide. While you can be located anywhere, in any time zone, company conference calls are required to be during business hours, 8AM-5PM, in Eastern Standard Time (EDT).
- Company website: www.rachelaperry.com
- Company Facebook page: www.facebook.com/racheladamperry
- Company Instagram account: www.instagram.com/rachelaperry
- Podcast: Making the Leap: in Business and in Life

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