



Executive Assistant and Marketing Utility Player – Virtual/Administrative Assistance

Here's the high-level stuff:

The Connection Shop, a Kansas City-based marketing company, is quickly expanding its team and needs a “utility player” marketer who’s proactive, organized, skilled and loves others. It’s a flexible contract role (average of 10 - 25 hours a week), and work can be completed remotely. This energetic, positive professional will deliver results through content and design work, personalized administrative support, marketing support and project coordination – everything from basic calendar tasks through marketing execution.

A note from the company’s CEO and Director of Brand Strategy:

Hey there! I’m Sarah, and I’m on the hunt to grow my amazing team. Picture one part Leslie Knope and one part Peggy Olson, and that’s me. Celebrating our 11th anniversary in 2022, we’re a six-figure company serving a diverse suite of clients in marketing strategy, copywriting and content, design, web and marketing execution.

Do you love both content and visual marketing, writing and design? Like the challenges of project management, personal assistance and marketing coordination? Thrive with a wide variety of different tasks each day? Eager to be part of a team where you can collaborate and grow? This may be your jam. Our diverse suite of clients represents everything from transportation logistics to education, nonprofits to B2B software, banks to mental healthcare, the list goes on. You’ll work closely with our Operations Manager, Strategic Communications Coordinator and me, as well as our trusted team of freelance experts.

Responsibilities will include . . .

- Professional and personal calendar management and email communication
- Project management, including deadline tracking and progress management
- Content marketing, including copywriting
- Design
- Social media (strategy and execution)
- Email marketing
- Client stewardship and prospect stewardship
- Meeting preparation, including agenda creation and report writing

- General marketing support
- Editorial calendar and marketing calendar development
- Other duties as assigned (because you'll find spots where to help the business grow!)

The ideal candidate . . .

- Is professional, responsible, trustworthy and discerning
- Loves those they serve and brings an optimistic, cheerful, kind and fun posture
- Thrives in a wide variety of tasks – you'll dig major account management just as much as setting my dogs' grooming appointments
- Is detail-oriented, innately organized and likes systems and processes
- Has a knack for the written word and an eye for design
- Loves to learn, hopes to grow and builds new skill sets quickly
- Enjoys frequent Zoom and phone meetings
- Is based in the Kansas City metro area, or if located outside central time zone, must be able to participate in meetings during central time zone business hours

Requirements:

- Demonstrated track record of professionalism
- Proven experience as a marketing assistant, content creator or coordinator – basically, if your background and education has prepared you for this role, explain in your cover letter
- Marketing education, whether formal or informal (While we welcome those with a marketing, advertising or journalism degree, we also know that great education can happen organically, on-the-job or self-taught)
- Background in content marketing, design or both
- Professional verbal and written communication skills, including excellent grammar
- In-depth expertise with the following tools:
 - Microsoft Office suite, especially Word, Excel and PowerPoint
 - Google suite of tools, especially Gmail, Docs, Sheets, Slides and Calendar
 - Videoconference tools, like Zoom and Google Meet
 - Project management systems, like ClickUp and Asana

The following skills are a plus:

- Experience in social media strategy and management, including Buffer and other scheduling platforms
- Graphic design (Including Canva . . . Bonus points for Adobe Suite!)

Executive Assistant and Marketing Coordinator

Job Description | Spring 2022

- Business development and relationship-driven sales competence
- WordPress and web design abilities
- Mailchimp skills

Don't have all of the above? Or do you have another amazing skill not listed here? This business is in a time of steady growth, and if you can serve our clients as an excellent marketer plus help our agency scale with excellence, then please apply!

Attach your cover letter and resume (both as PDFs), and email to sarah@connectionshop.com, with a subject line of "Executive Assistant Application - Spring 2022." Final candidates will be asked to participate in a videoconference interview and provide two professional references.

Job Details:

10 - 25 hrs/week

\$15 - \$20 per hour, but commensurate with experience and with much potential for growth