

Position: Marketing Coordinator
Applications Close: 30th July 2021
Type: Part-time contractor

About us

Louise Griffiths, owner of Left Brain Online Marketing, has been supporting online education businesses for the last 8 years with launch management, facebook ads, technical implementation and marketing management.

In 2020 she launched the education arm of her own business - with her program - Launch Manager Pro - which has been a popular new program for those who want to learn how to support their own clients with Launch Management services.

We now have BIG plans for more ways to support this community with improvements not only to the current program but with another exciting addition launching later this year.

Whilst some ad hoc work may be required on the services side of the Left Brain Online Marketing business you will predominantly be working on the www.louisegriffiths.com brand, supporting the growth and expansion of the education arm of the business.

About you

Are you Type A, who loves to take ownership of a project and make it their own?

Do you love to learn new tech and platforms?

Do you have a passion for marketing, the customer journey and optimization?

Then we might have the perfect position for you.

We are looking for a 'go-getter' marketing coordinator ready to thrive in a role they can make their own.

Whilst we don't need you to be a marketing or launch strategy expert, we do need you to have a good understanding of the online education space and how online marketing in this space works - including opt-ins, paid traffic, sales pages, email marketing, webinars, social media for organic growth and traffic and if these are not familiar to you this is probably not a good fit. Whilst we are more than happy to train you as needed, we need you to already have knowledge and exposure to these concepts.

What we need from you, is a natural passion for organisation and driving projects forward. You are comfortable both to document and plan out new ideas and launches and also work in the details ensuring every aspect of a task is seen through to completion.

You will feel comfortable in diverse tasks, from making changes and building automations in platforms like Active Campaign, to setting up new project plans in asana / clickup, as well as supporting Louise to map out and action content for social media and other platforms, with support from our designer. In all tasks you have a 'get it done' attitude that is infectious.

You also find it natural to create SOPs and develop systems and processes where they don't already exist, and constantly be looking for operational ways to improve the workflows you are involved in.

Finally, you have a natural interest in marketing and enjoy researching and exploring strategies in this space.

Duties and Responsibilities

The majority of your time will be spent in the following areas:

Program management, updates and resource development

Assist in management, and updating of course material and creation of new templates with direction. The Launch Manager Pro program is currently built with thinkific but may be moved when upgraded in coming months.

Templates and reference documents are also created in google docs and spreadsheets.

You will also work with the designer to have new videos edited, transcribed, and then uploaded to the course platform.

Additionally, with our new upcoming program you will be involved in all aspects of management and production of all assets including supporting the build of the platform, uploading and organisation of educational material as well as technical build including email marketing setup and cart setup.

Content management

Support in creation of new content as well as managing the process of production and publishing with support from the designer as needed across Social media, blog, email marketing, podcasting, and other marketing activities.

You will also assist with tracking and reporting of weekly and monthly stats across all marketing efforts

You are not expected to be a pro copywriter - this is about ensuring you get the content you need from others, so you can publish / schedule content required on time and to a high standard. You will be expected to participate in and feedback during content strategy meetings to ensure you get what you need to complete your tasks.

Technical support

Support in production of landing pages, sales page and other promotional pages (alongside designer), as well as email marketing (both automations and broadcasts). This encompasses many technical aspects across lead generation, sales, customer experience and business management.

Currently this includes Active Campaign, Thrivecart, Thrive Themes, Thinkific, Facebook Groups, Zapier, Wordpress, Stripe, Later (social media scheduling) and more. We can train you on any you are not familiar with if you are comfortable in learning new tech.

Community management

Your support inside our program community (currently a Facebook group) ensures every member's questions are answered, they are supported with any technical support they require and you will be available to support on live calls as well as uploading recordings and posting community announcements as needed in our facebook group and by email.

Launch management

Don't worry if you haven't managed a launch before, we've got you covered!! But we need you to feel comfortable learning and taking over the management of our launches with support. Most importantly will be your attention to detail and ensuring all tasks get done within the allocated times, as well as testing all assets, plus support and reporting during launches - including on live webinars.

Adhoc Administration

Initially you will be required to support general admin tasks including the support inbox and payment processing however our intention is that once streamlined we will delegate this to another team member.

Requirements

This is a virtual position best suited to someone who can work at least partly within AEST (Sydney, Australia) timezone.

Our team are staggered within their own time zones which generally fall between 6am and 6pm AEST. For example within the USA, PST has enough overlap with our mornings, but EST will be difficult unless you prefer to work evenings. Whilst most of your work can be done within your own time, time overlap availability for meetings is crucial.

Additionally, we are looking for someone who wants to learn and grow within this role and become a key, long term part of our team. We are ready to invest in your skills, knowledge and your personal interests for growth within this role. As such we would prefer someone who is not looking to grow a large VA / OBM agency of their own. Whilst we are

supportive of this business model (and it's one many in our community are growing!), it is not right for this particular role.

Other important information

- This role will be roughly 10 - 15 hours per week on a 3 month trial contract, after which we can discuss a longer term agreement for the right candidate.
- As mentioned above, your working hours are flexible but we do require you to have some overlap within the hours of 6am to 4pm AEST

Next Steps

Want to throw your hat into the ring for this exciting role!?

Here are the next steps:

1. Send us an email to louise@louisegriffiths.com and include:
 - a. An attachment (that can be opened on PC) that covers the following:
 - i. Your contact details and where we can connect
 - ii. Your past experience in this industry / similar roles
 - iii. Technology you are familiar with
 - iv. Your location, timezone and availability
 - v. Your hourly rate (and currency)
 - vi. What would you say are your top 3 skills that make you an ideal candidate for this role?
 - vii. Why you are interested in this role
 - viii. Have you taken any courses and/or do you follow anyone online from which you develop and advance your skills?
 - ix. Anything else you want to include!
 - b. Also include a short video explaining why you think you are the best person for this role (don't be shy, I don't mind if your little one is in the background - I get it - what I want to hear is your passion and enthusiasm!)

Applications close Friday 30th July 2021