



Virtual Marketing Assistant Job Description

LiPav Consulting, LLC is looking to hire a Virtual Marketing Assistant (VMA) who will be working directly with the CEO to develop and implement marketing plans and strategies while conducting research for our brands and clients. As a successful VMA, you will be tasked with helping conduct marketing research, perform public relations tasks, initiate and provide follow-up communications, and create and implement social media strategies.

A Bachelor's degree in marketing, English, business or a related field is preferred to be chosen for this role. Prior work experience in administration, sales, or marketing is required.

Exceptional written and verbal communication skills and a high level of attention to detail are required. A written sample of your work will be required.

The number of work hours and hourly rate is negotiable.

Virtual Marketing Assistant Responsibilities:

- Collaborate with the CEO, internal teams, clients, and partners on marketing strategy.
- Assist with the placement of public relations and media strategies
- Learn and work with various types of software for social media marketing.
- Conduct grant research
- Create marketing materials such as press releases, and Canva documents presentations.

- Maintain a marketing database.
- Providing administrative support to the CEO
- Prepare, format, and edit a range of documents.
- General office duties.
- Create and interpreting a variety of reports.
- Organize market research.
- Analyze questionnaires and other forms of feedback.
- Update social media accounts.

Virtual Marketing Assistant Requirements:

- Bachelor's degree in marketing, English, business, or related field is preferred.
- Five years of Administration or sales and marketing assistant experience
- Exceptional written and verbal communication skills
- Outstanding editing and proofreading skills preferred
- A high level of attention to detail.
- Ability to work effectively within a team and independently
- Experience using computers for a variety of tasks.
- Competency in Microsoft applications, including Word, PowerPoint, Excel, and Outlook
- Exceptional organization skills.
- Related job and internship experience
- Digital marketing experience.
- High energy and self-starter is desired
- Familiarity with blogging, Pinterest, and Facebook platforms is preferred.

Please send your cover letter, resume, the hourly rate required, and writing sample to Lpeavy@Lipav.com. No phone calls, please.