

Sample CMA/VA Job Description



The job description below is a sample job description. Please **make a copy** of this document and customize it to fit your needs - including your own logo!

What's written in *blue* are the most customizable details, but feel free to use this document as a launching pad for however you'd like to formulate your job description.

The key points here are to be **very specific** about the person you are looking for in *defining their temperament, what you need them to do and be trained in to succeed, and **very clearly** outlining your values: punctuality, creativity, laughter, integrity, boldness, fun, etc.*

Further background on where to look, the process for hiring, and additional tips can be found in your **Leverage to Scale for Business Owners** (blue) area - [Support: VA Hiring Tips](#).

Seeking A Creative Marketing Assistant / Virtual Assistant

5-30 hours per week | fully remote

Introduce yourself, your business, and provide **context** for your mission and goals - this will help you attract the person who will be more invested in you and your business.

Example:

Carla Johnson is a world-renowned storyteller, an entertaining speaker, and prolific author. Having lived, worked, and keynoted on five continents, she's partnered with top brands and conferences to train thousands of people how to rethink the work that they do and the impact they can have. Her visionary expertise has inspired and equipped leaders at all levels to embrace change, welcome new ideas, and transform their business. You can read more at www.carlajohnson.co.

SEEKING TO FILL THE FOLLOWING POSITION

We are searching for a Creative Marketing Assistant to play a key role in our content marketing efforts (including blog posts and social media writing, community engagement, and organization of all moving pieces with the website). This role will support *name* in marketing initiatives across all platforms. This person must have great attention to detail, be organized, have superb listening and communication skills (written and verbal), be empathetic, strategic, and enjoy engaging with people online.

Must FULLY meet the following criteria:

- Strong work ethic and extreme attention to detail.
- Feels empowered to take on responsibility as part of the team - doesn't wait to be told what to do, self-starting, takes initiative.
- Takes initiative and makes suggestions.
- Loves all things social media and has a knack for interacting with people on different platforms: Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Ability to learn and write in my voice for social media and blog content.
- Proficiency in using Zoom, Gmail, Google Drive... [List any other tools applicable to your business.](#)
- Has an interest in and is willing to learn content marketing including blogging Canva graphics creation, and SEO.
- Positive, supportive attitude - friendly tone and excellent communication skills.
- Low-maintenance, KIND, easy to work with, trustworthy.
- HIGHLY reliable and honest.
- Does not need to be micromanaged and completes tasks in a timely manner.
- Believes in open and honest communication for the greater good of all.
- FUN! Must be a person with an outgoing and fun personality.
- Must have an entrepreneurial spirit and be willing to give constructive feedback.

★ **HIRING TIP:** List your values and be **very specific** about the temperament and values of the person you are trying to attract.

- Examples:

- My values: integrity, courage, health, balance, ambition, creativity
- "FUN! Must be a person with an outgoing and fun personality"
- "I'm looking for a data geek who enjoys pulling numbers, running statistics, and can help me stay on the cutting edge of technology"
- "Ideally, this person has a personal interest in wellness"
- "Must have an understanding of (or desire to learn) financial advising compliance across different social media platforms"

DUTIES AND RESPONSIBILITIES

The Creative Marketing Assistant will be provided full training in both *Leverage to Scale: Content Marketing* and the *Podcast Protocol*. Tasks include but are not limited to:

- Collaborate and execute marketing initiatives across all platforms, especially in my book launch campaign.
- Lead all things social media including, including but not limited to:
 - Upload videos to YouTube.
 - Craft short summary blog posts of videos and post to my website.
 - Craft and schedule social media posts and set up their automation.

- o Send an email to my email list weekly through our CRM (of the blog post).
- o Optimize by keywords and SEO specific to each platform.
- o Track all metrics.
- o Create, manage, and schedule [Facebook/Twitter/LinkedIn/etc.](#) content using a content generation/scheduling tool.
- o Recycle/repost/update old blog posts on [my website, LinkedIn, Medium, etc.](#)
- o Create customizable templates that can be used for multiple purposes.
- o Create bi-weekly newsletter using established templates.
- Support live streaming efforts as well as attend and engage in live streams leading up to and on launch day.
 - o Booking management for our series guests.
 - o Email communications, designing social media promotional graphics in Canva, spreadsheet entry, and management of speaker support inquiries.
 - o Attend all live streams to manage comments and engage with our community, then feed community questions via chat.
 - o Following the live stream, optimize the replay and use the *Leverage To Scale* marketing process to re-purpose the content for promotion on all channels listed above.
- General copywriting/messaging/positioning (in my voice).
- General research online and documenting data/results.

Start Date: [Immediately.](#)

Note: [This is an independent contractor role, not an employee role.](#) Compensation is based on [experience.](#) Availability needs: [10-20 hour/week](#) role built out over a [3 month period.](#) There is an opportunity to continue on further if it is a good fit.

If you feel this is a fit for you, please email me at [email](#) (with the subject line: [CMA for hire](#)) and answer these questions:

1. What is the ideal client and work environment you're looking for, and projects you'd love to work on?
2. What level of experience do you have with writing blog posts, social media posts, and promotional material? (This is important, so please get as detailed as possible and give examples if you can, especially related to work you've done for creative professionals and established professional speakers.)
3. What frustrations have you experienced with past clients/projects?
4. What are your general working hours across all of your clients so I know when you're generally online? And are you available long-term?
5. What are 3-5 of your top core values?
6. Attach three writing samples of different formats (such as a social media post, a white paper, a video script, etc.). One must be long-form, such as a blog post (at least 750 words), newsletter, etc.

7. Include three references who I can talk to about your work, including their name, company, email and phone number.
8. And last, share any comments about your approach that you'd like me to know.

I hope to hear from you! If everything looks good I'd like to have a video zoom call with you to get to know each other. I'm looking for an awesome, long-term relationship that's a win-win.

Thanks!