



## Marketing Account Executive & Assistant to the CEO

### Full-Time Position with Flexible Scheduling

We are looking for an incredibly sharp individual to fill an important role on our team. The position has two distinct but related areas of responsibility. Most of the tasks associated with the position are being personally fulfilled by the CEO at present.

#### About Our Company

Springfield BackOffice (SBO) provides contracted office services to small businesses and non-profit organizations. These services include small business consulting, accounting services, marketing and business technology. Our company's goal is to keep business owners' lives **EASY** and their businesses **FUN!**

#### Description of Responsibilities

##### MARKETING ACCOUNT EXECUTIVE

As a Marketing Account Executive for SBO you will be involved in developing marketing campaigns to promote products, services or ideas for our members. It is a varied role that includes planning, advertising, public relations, event organization, product development, distribution, sponsorship and research. The work is often challenging and fast-paced.

You will contribute to and develop integrated marketing campaigns. Typical work activities involve the following:

- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organizations;
- Communicating with target audiences and managing customer relationships;
- Sourcing advertising opportunities and placing adverts in the press - local, regional, national and specialist publications - or on the radio, depending on the organization and the campaign;
- Managing the production of marketing materials, including leaflets, posters, flyers, newsletters, websites, e-newsletters and DVDs;
- Writing and proofreading copy;
- Liaising with web developers, designers and printers;
- Organizing photo shoots;
- Arranging the effective distribution of marketing materials;
- Maintaining and updating customer databases;

- Organizing and attending events such as conferences, seminars, receptions and exhibitions;
- Sourcing and securing sponsorship;
- Conducting market research, for example using customer questionnaires and focus groups;
- Contributing to, and developing, marketing plans and strategies;
- Managing budgets;
- Evaluating marketing campaigns;
- Monitoring competitor activity.

## ASSISTANT TO THE CEO

As Assistant to the CEO you will be working closely with Josh Spurlock, Springfield BackOffice's CEO, to provide administrative support.

You will often be the first point of contact with people both inside and outside the business organization. Tasks will likely include:

- Devising and maintaining office systems, including data management and filing;
- Arranging travel, visas and accommodation and, occasionally, travelling with Josh to take notes or dictation at meetings or to provide general assistance during presentations;
- Screening phone calls, inquiries and requests, and handling them when appropriate;
- Meeting and greeting visitors at all levels of seniority;
- Organizing and maintaining diaries and making appointments;
- Dealing with incoming email, faxes and post, often corresponding on behalf of Josh;
- Carrying out background research and presenting findings;
- Producing documents, briefing papers, reports and presentations;
- Organizing and attending meetings and ensuring Josh is well-prepared for meetings;
- Liaising with clients, suppliers and other staff;
- Carrying out specific projects and research;
- Responsibility for accounts and budgets;
- Taking on some of Josh's responsibilities and working closely with management of Josh's companies;
- Making decisions and delegating work to others in Josh's absence;
- Being involved in decision-making processes.

You may at times take responsibility for recruiting and training junior staff and delegating some of the less demanding and confidential work of the position to them.

Fantastic organizational skills are certainly a must; you'll have responsibility for organizing Josh's schedule/ life. In order to do this, you must not only put in place sound logistical

arrangements, but you must also take responsibility for deciding which meetings and appointments are of the most strategic importance and will be the best use of your Josh's time. As fast-paced as the working environment can be, you won't always be able to defer to Josh to make decisions; you'll make the decision.

The ability to communicate confidently (both verbally and in writing) is of paramount importance, as you'll often have to communicate on behalf of Josh, from taking calls and writing emails to creating staff presentations and constructing more formal speeches. Experience in marketing helps in the role since you'll act like a brand ambassador/PR agent for Josh - it will be your responsibility to ensure that Josh is on message, is fully informed of all relevant developments and is acting accordingly. This could include pulling together an emergency meeting very late in the night or producing an urgent response to a situation.

It is vital that you are trustworthy, reliable and discreet as you will be party to a huge amount of highly sensitive and confidential information. At times you'll act as a confidante. Josh will ask your advice on business issues, and your assistance in thinking through situations.

Josh is an interesting and entertaining person, which should make the job enjoyable and challenging.

### **Helpful Character Traits**

- Obsessively Organized
- Driven to Perfection
- Prompt
- Responsive to calls, voicemails, texts, and emails
- Flexible
- Adventurous
- Insatiable hunger and enjoyment of learning new things
- Competitive, loving a challenge
- Funny, with a great sense of humor.
- Love to have a good time and enjoy your work.

### **Experience that would be a plus**

- Paralegal
- Marketing
- Sales
- Ministry

### **Software Competencies Valuable to the Job**

- Adobe Photoshop

The back office help you need to make your life **EASY**, and keep your business **FUN!**

- WordPress
- Google Adwords
- Microsoft Word & Excel

## **Application Process**

### *Cover Letter and Resume*

Please submit an up-to-date resume and a cover letter expressing why you want to work with SBO and how you would be a great fit as a member of our AS Division.

### *Video Interview*

Submit brief videos via email that answer the following four questions:

1. What is your greatest professional strength?
2. How will you make the SBO team more fun?
3. What does the “golden rule ethic” mean to you and how do you apply it to your work?
4. What is your calling in life?

If you have any questions about this listing, please contact Jon Jones with any questions at: [jon.jones@springfieldbackoffice.com](mailto:jon.jones@springfieldbackoffice.com) or call at (866) 304-7908.

**We make small business owners' lives **EASY** and keep their business **FUN!****



Josh Spurlock  
**CEO / Chief FANATIC**

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