

# ParentMap

## ParentMap is hiring a Marketing & Operations Assistant!

ParentMap is a Northwest media company providing highly relevant, well-researched and entertaining content to parents through various integrated publishing channels: our award-winning news magazine; [ParentMap.com](http://ParentMap.com), the Puget Sound area's leading website for parents and caregivers; and our annual series of lectures and community events.

ParentMap is looking for a multi-talented **Marketing and Operations Assistant** to support ParentMap's marketing and operations departments. This role will focus on supporting the initiatives and activities of the marketing department including creating, updating and analyzing digital marketing reports, maintaining department documents and coordinating marketing programs and special projects. This role will also provide operations, human resources and general administrative support as needed. Additionally, this individual will work cross-functionally across ParentMap teams to assist the organization in attaining our greater business goals and ensure we live according to our [business values](#).

**Reports to:** Digital Marketing Manager

**FLSA Status:** Exempt

**Job Status:** Part-time, 30 hours a week with potential for Full-Time

### Primary areas of responsibility:

- Create and update monthly marketing reports including web, email, social and digital advertising campaigns
- Maintain email marketing database
- Monitor active marketing programs and analyze data to identify trends and areas for improvement
- Create and update marketing department calendar
- Coordinate giveaways and photo contests
- Conduct market research and competitor analysis to identify new trends and ideas

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- Schedule meetings, set agendas and create presentations, as well as attend meetings and take notes
- Execute basic graphic design projects, including resizing images, logos, social media images, sell sheets and more
- Assist the Digital Marketing Manager in general marketing activities and special projects as needed
- Manage HR and Operations administrative tasks and systems
- Support the ParentMap team with general administrative tasks and projects as requested.

## **Qualifications:**

1. College degree in related field preferred, or equivalent experience
2. Demonstrated ability to navigate Google Drive documents
3. Elevated spreadsheet and analytical capability
4. Capability to quickly learn digital programs. Prior experience with Google Analytics, email marketing software, Facebook Ad Manager and website content management systems a plus.
5. Ability to succeed in a virtual office environment along with the ability to attend live meetings and events in the greater Seattle area
6. Team player with ability to multi-task, prioritize and work cross-functionally across departments
7. A high level of attention to detail
8. Strong communication and organizational skills
9. Marketing field work experience is preferred
10. Basic graphic design skills a plus (or willing to learn)

**Salary and benefits:** ParentMap offers a competitive salary package including paid vacation and sick leave.

**Job location:** Work-from-home position, with required meetings on Mercer Island.

**To Apply:** Email a resume and cover letter to [admin@parentmap.com](mailto:admin@parentmap.com) with Marketing & Ops Assistant in the subject line.

*Candidates from all cultures and communities strongly encouraged to apply.*