

Marketing Assistant

Job Description

Job Brief

WayAround, a start-up that provides better information for people with vision loss, is seeking a qualified Marketing Assistant to support content posting and promotion on the WayAround blog, emails, YouTube channel, and social media platforms.

The ideal candidate will have experience with web-based content systems for blogging, email, and social media management. The marketing assistant will work closely with the COO to ensure content meets brand standards, including accessibility standards. Attention to detail and strong writing and editing skills are desired.

Responsibilities

- Post contributor blog content, including SEO optimization and image creation
- Create images for blog posts, email, video, and social media
- Post videos on YouTube and optimize for accessibility
- Ensure captions and transcripts meet brand and accessibility standards
- Support webinars through promotion, attendee management, and follow-up
- Promote webinar, blog, and video content across communication channels
- Create new social media content for Facebook and Twitter
- Optimize PDFs and other external documents for accessibility
- Work with the accessibility team to ensure all content meets accessibility standards

Requirements

- Experience with social media, including Facebook and Twitter
- Familiarity with Wordpress or other Content Management Systems
- Familiarity with email marketing and automation systems
- Ability to create and edit images in Photoshop or Canva
- Strong writing and editing skills
- Willingness to learn and adhere to accessibility standards
- A team player with excellent communication skills
- Great attention to detail and time-management skills
- Experience with SEO and YouTube optimization is a plus, but not required

This is a part-time, remote position with a preference for someone in New England. Exceptions can be made for the right candidate. The Marketing Assistant is a contract position for 15-20 hours per week. Compensation is commensurate with experience. WayAround is committed to hiring people with vision loss. To apply, send a resume and cover letter to connect@wayaround.com

About WayAround

WayAround is a smart assistant that lets people with blindness and vision loss know more and do more. Using a mobile app and smart audio labels, WayAround provides customized information about the world around you. Created by two architects with vision loss, the simple tag-and-scan system promotes life-changing independence in everyday situations. Learn more at www.wayaround.com.