



Part - Time Digital & Marketing Assistant

January 2020

Hours of Work: 2 days a week

Compensation: hourly contract TBD, commensurate with experience

Start Date: Immediately, Two week paid trial immediately upon hire to be followed by contract

THE OPPORTUNITY

Prescient LLC, a small, Washington DC-based foresight consultancy with big ambitions, seeks a part-time Digital and Marketing Assistant to help ensure our digitally shared content and online interactions are functional, attractive and secure, and that they help us attract and retain clients. As a key member of the Prescient team, you will play an important role helping us grow with grace into a world-class company recognized for its exceptional ability to help clients anticipate and shape the future.

We are currently seeking a part time assistant to help create, manage, publish and monitor our digital communications via our social media channels, direct emails and websites (we have two).

Ideally, we are seeking someone who has availability two days a week. Depending on your location, we can work together virtually via video-link or in person together. Some of your work will be virtual and there is flexibility in how this is scheduled.

This will be a very good job for a college or graduate student, or someone seeking a permanent part-time position. If we grow, your role will as well. The job is currently an hourly position.

WHAT WE DO

Prescient was founded by in 2017 to help executives and teams anticipate the impacts of critical global trends and plan effectively for the future, even when it is volatile, ambiguous and uncertain. We work with government agencies, the defense community, private firms both large and small, and industry associations.

Our services include: keynotes (by the CEO), consulting engagements, workshops and an executive education program called the Foresight Sandbox. Our work is diverse, intellectually exciting and often somewhat customized

You can learn more about us at <https://Prescient2050.com> and about the work of the founder at <https://amyzalman.com>

WHO WE ARE

You will work directly for and with Prescient CEO, Dr. Amy Zalman, an internationally recognized futurist based in Washington DC, where is she is also an adjunct professor at Georgetown University. Amy develops and executes most of the deliverables for Prescient at this time.

Our team also includes executive Laretta Rosado. Laretta has a wealth of experience in multiple careers from the arts, management, and assistant to entrepreneurs and start-ups.

We also work with a contract team of researchers, graphic designers, editors, and advisors to our programs.

Prescient's clients are companies, non-profits and governments seeking to address some of the most critical and exciting issues facing people and societies. We love working with people who are excited by these big questions and who want to be part of a team that addresses them.

WHY WORK WITH US?

This is an often-virtual job with a lot of built-in perks for the right person:

- Flexible schedule
- Opportunity for mentorship and close involvement with the CEO
- Participation in a wide range of service projects on cutting edge big questions about how business, government, and communities will innovate and thrive in our complex world
- Positive atmosphere
- Ability to take responsibility, and develop and lead campaigns
- Potential for growth. As Prescient's business portfolio expands, your role can grow as well

YOUR ROLE

This role is composed of social media/ content creation execution (1/2), administration and organization of our digital content and calendar (1/4), campaign and content strategy support (1/4)

Execution

- Website maintenance. Make sure links work, compile and post content, and make changes at the direction of CEO or others, oversee improvements.
- Source and brand images for various online purposes
- Email newsletters. Send and manage direct mail, set up newsletters and other mailings through ActiveCampaign
- Create and post to Linked In, Twitter and other social media sites as necessary
- Contribute to the development and maintenance of automated campaigns
- Post and perform minor edits on recorded video content
- Help to set up and manage webinars, live and recorded

Administration

- Help develop, implement, and manage social and mobile communications to include: website resources, LinkedIn, and other Web-based and mobile social sites
- Maintain and update mailing contact lists
- Maintain and appropriately title, tag and organize content
- Maintain the social media calendar
- Collect, report and suggest improvements to content based on monthly performance analytics/ KPIs

-Provide editing support for written content and communications; work with other team members to develop written content

Content Strategy Support

-Work with the CEO to develop content strategy and calendars, identify sources

WHO YOU ARE:

We can't wait to meet you, if you:

1. Have amazing digital skills in platforms such as: ActiveCampaign, Wordpress / HTML, Canva or Photoshop, Wordpress, LinkedIn, Twitter, Facebook, Youtube. Knowledge of any relevant coding languages that support websites/ CSS etc. are useful plusses.
2. Have fantastic visual and graphic skills
3. Have a high level of follow through. You love getting things done and checking them off your list.
4. Are comfortable troubleshooting, requesting help from vendors and/or executing support instructions on digital platforms or with integrations as needed
5. Love learning new things, find that you often generate ideas for how to do things better, and have a strong intuitive understanding of how people respond to communications products and content
6. Have a good attitude. You communicate well. You are pleasant and friendly.
7. Are a roll-up-your-sleeves-let's-get-this-done! kind of person who wants and can handle taking responsibility for outcomes.
8. Have experience or an interest in developing your skills in market research, outreach to potential clients or markets, and the ability to connect a brand with potential markets through social media and communications
9. Have a lively interest in the future of our shared world. Helping people understand, navigate and thrive in the midst of new and often disruptive technologies, social movements, and business trends is at the heart of our brand. We hope you will want to join as an ambassador.
10. Are completely trustworthy and understand the importance of confidentiality and discretion in business environments and as a form of respect to others

THE TOOLS WE USE:

The most important back end tools are: G-suite, Slack, Asana and Pipedrive.

Social media/ communication platforms include: Wordpress websites, LinkedIn, YouTube and Active Campaign newsletters and emails. We occasionally use Twitter.

The CEO works in a Mac environment so familiarity with Mac's toolset is useful

REQUIRED QUALIFICATIONS

- Time availability. This position may be largely virtual, depending on where you are located
- Relevant degree work (in arts, communications or another relevant field) and / or demonstrated experience working with social media and in Wordpress. Relevant languages such as HTML.

- Strong writing, editing and research skills
- Legal right to work in the United States

HOW TO APPLY

Submit a letter of interest, a resume and the contact information for 2 references to amy@prescient2050.com with the following subject line: **Social Media and Marketing Assistant_Excited about the Future_ *2019***

THIS POSITION WILL BE ADVERTISED UNTIL FILLED. Please submit your resume and letter of interest as soon as possible.