

Escape Artists Inc.

Post Office Box 83

Woodstock, Georgia 30188 USA

www.EscapeArtists.net

Role Description - Marketing Assistant

The Marketing Assistant services as the primary point of contact for EA's marketing, promotional and sponsorship activities, helping us communicate with our growing audience.

This is a part time contractor position, and is ideal for someone looking for a paid side hustle or to gain or leverage their existing marketing skills and experience in the genre fiction and podcasting space. It has a significant public facing component.

Note: we anticipate that this role will have an uneven cadence, with some periods busier than others, such as at the start of the role as systems are put in place. We have taken this into consideration when providing the estimated hours per month.

Role Details

- Position title: Marketing Assistant
- Location: Remote
- Hours: Part-time and flexible (estimated 10 hours per month)
- Pay: Flat rate of USD \$[REDACTED] per month (plus incurred costs, if any)
- Start Date: Immediate / ASAP
- Contract Length: Three month probationary period before permanent
- Potential for role expansion

Responsibilities ("What You'll Do")

This role includes:

- Regular communication with, and reporting to, the co-owners / publishers
- Maintaining a strong working relationship with key stakeholders across the administrative, technical, marketing, and editorial teams
- Creating and maintaining product road maps, project plans and dashboards as needed
- Keeping current on upcoming events and deadlines
- Quarterly status meetings with co-owners and other teams as appropriate
- Workflow including:
 - Collaborate on the creation and delivery of advertising campaigns
 - Responding to advertising queries

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- Oversight of ongoing campaigns and projects including status reports
- Maintaining press kits
- Managing and scheduling social media posts
- Creation of advertising collateral copy
- Maintain mailing lists and prepare regular audience communications
- Regular updates to Patrons and managing Patreon content
- Seeking cross-promotional opportunities aligned with our goals and objectives
- Coordinating the production and distribution of promotional materials, including maintaining and replenishing stock as needed
- Assist in the preparation of audience surveys and annual reports
- Monitor key statistics and traffic reports for trends and issues

Other responsibilities including:

- Safeguarding EA's confidential information and personal data
- Abiding by the EA [Code of Conduct](#) and the [Terms of Use and Privacy Policy](#)
- Any other tasks or services agreed in connection with this role
- Documenting ways of working and best practices
- Maintaining a baseline working knowledge of our industry
- Possible attendance of industry events (depending on location and interest)
- We encourage you to interact with our wider fan community via our forum, Patron-only Discord server and social media channels

Requirements ("What You Bring")

We are looking for someone who:

- Has relevant and demonstrable knowledge and experience working in a marketing role, ideally in publishing
- Capable with document and spreadsheet software including GSuite
- Is capable with project management platforms like Trello and Slack
- Is willing to learn, use and offer feedback
- Can be regularly contactable, and attend trainings and meetings when provided with sufficient notice

Helpful skills and qualifications ("Nice to Have")

- Fluent in English (read and write; speaking is also helpful)

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- Relevant and demonstrable knowledge and experience working in a team, ideally in publishing
- Familiarity with donation platforms including PayPal, Patreon and Ko-fi
- Familiarity with social media platforms including Discord and Twitter
- Experience with content creation dashboards including Twitch and YouTube

Person specification (“Who You Are”)

An ideal candidate (is):

- A strong and active communicator
- Highly responsive
- Collaborative
- Responsive to change
- Highly organised, self-disciplined and self-motivated
- Able to work well in an asynchronous environment and across time zones
- Able to work with minimal daily oversight (but never without support)
- Open to learning new skills and taking on new challenges
- Open to constructive feedback
- Actively interested in genre fiction (especially audio fiction)
- Familiar with our existing work and online communities

About Us

Escape Artists Inc. is a US-based media company. We specialize in creating free-to-listen short fiction podcasts including the original science fiction podcast, Escape Pod. Our award-nominated content reaches millions of listeners each year.

Visit EscapeArtists.net for more information and our press kit.