ROOTS IN WELLNESS

MARKETING & OFFICE ASSISTANT

JOB DESCRIPTION

Pay	Job Type	Shift and Schedule
$20.00 per hour	Part-Time; independent contractor	Weekdays; flexible schedule

Job Details

POSITION:
Marketing & Office Assistant, Roots in Wellness

REPORTING TO:
Clinical Directors, Jennifer Lane and Kayleen Edwards

EMPLOYMENT STATUS:
Independent Contractor (self-employed)

START DATE:
ASAP

LOCATION:
Hybrid virtual and in-person.
911 Golf Links Rd., Suite 200, Ancaster

HOURS:
5-15 hours per week (variable)

SUMMARY:

About Roots in Wellness

Roots in Wellness is a therapist collective out of Hamilton, Ontario. We are passionate about providing safe, affordable, non-judgmental therapy for people from all walks of life. We are not only a collective of therapists, but also a teaching clinic, wherein our Clinical Directors train therapy students and mentor new therapists.

We provide virtual and in-person therapy to individuals, couples, and families. We also provide supervision for students and new therapists.

About the Role

Roots in Wellness is looking for a Marketing and Office Assistant who can assist the Clinical Directors and the Administrative Assistant with the creation of marketing materials and social media posts, back-end website support, and management of our office space.

This role will be an independent contractor role. Therefore, the candidate must have their own business or the capacity to implement the necessary pieces in order to have their own business. The candidate will track the hours they put in each week and invoice the Clinical Directors on a monthly or biweekly basis, to be paid electronically.

Hours will be variable in this role and you will have the opportunity to work the hours that you set for yourself, keeping within reasonable deadlines for projects. You will have access to utilize the office for your work if you would like, and we would encourage your presence at the office when you are available.

This role also involves room for growth into additional administrative duties based on qualifications and job performance.

DUTIES & RESPONSIBILITIES:

- Update website information (Wordpress) as needed, including updating staff information or creating blog posts
- Create social media and marketing content for the organization
- Manage advertising websites and therapist directory listings
- Update Roots in Wellness event calendar and resource pages
- Occasional special projects, such as marketing research or assisting with product/service launches
- Research projects as needed, such as researching ways to increase efficiency in the workplace or implementing new programs
- Respond to client inquiries by phone and email in a friendly and welcoming manner.
    - Distribute leads and new clients based on availability and appropriateness for each associate/student
    - Schedule intake meetings with clients and therapists (Jane)
    - Track lead generation and provide reporting to Clinical Directors
- Schedule and post social media content, and interact with other accounts via Roots in Wellness
    - Generate reports for social media to present to Clinical Directors
- Manage key and key card distribution for the office
- Manage office supplies and ensure all items are stocked weekly

The main duties for this position involve marketing and office related tasks, and it is expected that applicants will already have some training in these elements. Applicants should have experience with Canva, some knowledge of the mental health field, and administrative experience. Experience with Wordpress or other website design is an asset.

Criminal background check required.

Given that this is a part time, independent contractor position, there is no vacation time/pay allotted. However, we value your time and want to ensure that you are taking time off. We simply ask that you give us notice before taking time off so that we can accommodate your absence.

QUALIFICATIONS:

- 1-2 years working experience in an administrative environment with marketing experience.
- Proven customer service skills.
- Well organized with the ability to enter data and track information with accuracy.
- Advanced problem solving skills and ability to work independently.
- Demonstrated use of computer technology including Microsoft Office (Word, Excel, PowerPoint and Outlook), GSuite/Google for Business, Canva, as well as virtual meeting platforms (Jane, Teams, Zoom, Google Meet).
- Demonstrated use of additional platforms:
    - Wordpress
    - Jane Clinic Management
    - Google Suite for Business
    - Instagram, Meta, Facebook, Google Ads
- Excellent communication, interpersonal skills, cultural sensitivity and problem-solving skills
- Demonstrated organizational and planning skills.
- Adaptable, flexible, and able to work in a team environment.
- Ability to multi-task, take initiative and be able to meet deadlines.

Required Skills

- Basic knowledge of mental health concerns and therapy
- Social media posts & Canva design
- Experience with Instagram, Facebook, LinkedIn, MailChimp, and other social media platforms
- Personable
- Good problem-solving skills are required
- Independent thinking
- Driven and able to take initiative
- Jane Account management experience
- Wordpress web design experience
- Some experience with reporting and statistics is an asset
- Copy writing and graphic design skills are an asset

Please email resume and cover letter to: jennifer@rootsinwellness.ca or submit your application at www.rootsinwellness.ca/careers