



Position Overview

We're looking for someone to help us grow! Specifically, we're hiring a full-time assistant to help with marketing and program delivery for our online health coaching programs. This is a remote work-from-whenever position (independent contractor to start).

The schedule is flexible, but we occasionally have online events on evenings or weekends and may ask you to be available for support. We may also occasionally invite you to in-person team meetings or retreats (usually in awesome locations) but these are not required.

Who We Are

Monica Reinagel and Brock Armstrong are well-known experts in the fields of nutrition and fitness. Through our evidence-based podcasts, books, websites, online programs and communities, we help people create the mindset, habits, and lifestyle that allow them to reach their health (and other) goals.

Our Weighless™ Program is a year-long online coaching program that focuses specifically on sustainable weight loss. With hundreds of successful clients, we are now seeking to scale our operations to allow us to reach and serve more people.

Our Values

We try to run our business (and live our lives) according to the same principles we teach in our programs:

Stay Curious. Solving problems, making and sustaining progress is a never-ending learning process. We continue to ask questions, question assumptions, learn and try new things, so that we can live better, teach our clients better, run a stronger business.

Take Responsibility. We encourage and strive for self-awareness, effective communication, healthy boundaries, the willingness to own our mistakes, and the ability to let ourselves and each other off the hook.

If it's not sustainable, it's not success. We're not looking for fast wins. We're looking for lasting gains.

Everybody wins. Our goal is to build a sustainable business while delivering excellent results for our clients, a great working environment and fair compensation for our team members, and contributing to the overall welfare and good of our industry.

Walk the talk. We encourage our clients to seek balance between health/pleasure, effort/ease, progress/stability and we're looking to create that same dynamic balance in our business (and our own lives). Pleasure should never come at the expense of health. Success shouldn't come at the expense of quality of life.

Be Kind. We try to see, assume, and elicit the best in others and ourselves.

Duties

Program Support:

- Handling customer service issues (log in issues, password, billing, forum and course access)
- Posting prompts in our member forums, relating to weekly content, monthly themes
- Monitoring activity in the member forum and flagging concerns for coaches
- Scheduling meetings and events
- Managing email communications with members (weekly course reminders, announcements, etc.)
- Creating timestamps for videos of live presentations
- Simple audio/video editing, working with transcript/captioning service, uploading assets to websites or hosting services
- Updating membership site (new materials/announcements)
- Coordinating member renewals
- Tracking member data and outcomes, coordinate and track outreach to individual members
- Other administrative or logistical support as needed

Marketing:

- Maintaining our content calendar
- Scheduling posts to social channels, including Instagram (feed and stories), Facebook (business page and multiple private groups), and Twitter
- Monitor and moderate social channels, approve members, repost, etc.
- Setting up, testing, and scheduling email campaigns (newsletters, sales emails, marketing funnels, program series) and blog posts
- Build landing pages, webinars, slide decks, and other marketing assets
- Creating Canva images, Trim, caption, upload and embed videos
- List and contact management (maintaining list, scrubbing inactive contacts, tagging leads and customers, managing segmentation for campaigns, etc.)
- Tracking metrics: social channel follows/likes, newsletter open rates, conversion metrics of newsletters and funnels, website traffic, FB ads, sales and launch data

As you become more familiar with our programs, brand, and strategy:

- Repurpose existing content (blog posts, podcasts, newsletters, social media posts, forum conversations, town hall meetings, videos, recipes) into other formats and media
- Take more creative responsibility for visual representation of brand
- Propose/create new content to support marketing strategy
- Review and improve sales funnels (FB ads, sales emails, webinars, applications, follow up)
- Analyze sales results and propose new strategies

Requirements

The ideal applicant will have the following skills and experience:

- Two years of experience in digital marketing, customer service, or a similar position.

- Excellent organizational, project, and time management skills, ability to juggle multiple priorities and projects, ability to set (and meet) goals and deadlines for yourself. Although we will be very clear about expectations and provide plenty of guidance and feedback, we need someone who is self-starting, self-motivating, and self-managing.
- Expertise in social media platforms and culture, familiarity with online marketing methods and best practices. Although you will not be responsible (at least at first) for creating our marketing strategy, you should have knowledge of online business methods, models, and strategy and a desire to continue learning.
- Ability to write clearly and compellingly—and eventually in a style and tone that is consistent with our voice and brand.
- Accuracy and attention to detail (proofreading details, testing links, making sure codes, integrations, and automations work as expected). You will be the last check before our materials go out to the public (or to our members) and we always want to make an excellent impression.
- Experience with online tools such as Wordpress, Zoom, Vimeo, Mailchimp (or similar email/CRM services), task management, and e-commerce programs. Ability to quickly learn new systems and skills, research and figure things out. Although we do not expect you to be a professional developer, we are looking for someone with a basic level of skill and comfort working with and trouble-shooting online tech.
- Ability to do basic graphic design and layout using tools such as Canva, film editing software, and visual page builders. Although we do not expect you to be a professional designer or graphic artist, we are looking for someone with a good eye and feel for visual story-telling, and who can continue to develop and refine our brand's visual identity.
- Sense of humor and friendly personality. Ability to have fun while working hard, communicate clearly, and maintain perspective when things get intense.
- Bonus: Experience (or interest) in health, wellness, fitness, behavior modification, lifestyle design, and/or coaching.

Expectations

We expect this to be your primary professional focus and not your side hustle--or one of many gigs. If you are looking for a short-term or part-time (less than 30 hrs/wk) position, have personal or other professional obligations that may interfere with your availability, or are planning to launch your own business, please do not apply.

We're not going to ask you to punch a clock. Some days you'll probably work late and some days you'll knock off at noon. We're more interested in the value of your contributions and the level of your commitment to our success than the number of hours you work in a given week or month. We trust you to provide an excellent return on our investment while protecting your own work/life balance.

We also understand that you may sometimes need to take time off for personal reasons---and that things sometimes come up unexpectedly; we expect you to work with us to minimize the disruption to our daily operations. Vacations and holidays to be arranged/negotiated in advance.

We expect the highest integrity and ethical conduct, which includes maintaining the confidentiality of our business and client information.

Why This Job is Awesome

When you work with us, you'll get:

- A fast-paced environment where you'll be challenged, learn a lot, and have a chance to stretch professionally, and advance quickly
- The opportunity to take initiative, show your greatness, and lead the team in your areas of expertise
- A diverse, inclusive environment where you are free to be fully yourself, honored for who you are, and encouraged to become who you want to be
- A tight knit, caring team that takes our business seriously but not at the expense of our health, family, and quality of life
- To be a part of a mission- and value-driven business that strives to make our clients and communities healthier, happier, kinder, and saner
- To do your work from anywhere: your living room, the coffee shop, a hotel pool...
- Competitive compensation.

If you've read through this description and you think this may be the right fit for you, we'd love to hear from you.

Application Instructions

If you'd like to be considered for this role, please send an email to info@weighless.life with your resume, and a brief paragraph (4-5 sentences) on what makes this the perfect job for you and what makes you the perfect person for the job. Write the word "endogenous" in the subject line (so we know you're paying attention). We will be reviewing applications as they come in and will be in touch when we are ready to schedule first-round interviews.