

Date: 02/27/2026
Job Title: Marketing Assistant
Location: Remote
Department: Marketing
Reports to: Marketing Lead



Part-Time Marketing Assistant

Phoenix Society for Burn Survivors – Remote

About Us

Phoenix Society for Burn Survivors is a nationally recognized, award-winning non-profit based in Grand Rapids, MI. We are dedicated to supporting and empowering anyone affected by a burn injury, as survivors and their loved ones often face a lifelong journey of physical, emotional, and social recovery. Phoenix Society fills a gap in care with programs and resources for social and emotional healing. With our international advocacy efforts, we also amplify the survivor voice to prevent burn injuries, improve care, and increase acceptance of people with scars.

Phoenix Society is looking for a dynamic Part-Time Marketing Assistant to join our team! This role will assist with marketing administration, graphic design support, social media content, and website updates as we continue expanding our digital presence and resources.

Role Description

The Part-Time Marketing Assistant plays a hands-on role in advancing the organization's marketing goals across digital, visual, and web channels. Working 20 hours per week, this position contributes meaningfully to day-to-day marketing operations while supporting longer-term initiatives such as a website redesign, brand consistency, and campaign execution. The ideal candidate brings a blend of creative and organizational skills, is comfortable working across multiple platforms, and can manage their time effectively in a part-time structure.

Key Responsibilities:

Marketing Administration

- Coordinate marketing projects by maintaining task lists, tracking campaign timelines, and following up on deliverables with internal teams

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- Manage and update shared marketing calendars to ensure on-time execution of campaigns, events, and content schedules
- Organize and maintain digital asset libraries, shared drives, and content repositories for easy team access
- Upload and publish content across email marketing platform (Hubspot), social media schedulers, and website CMS tools (Drupal).
- Support reporting by pulling basic analytics from email, social, and web platforms and summarizing for team review

Graphic Design & Content Support

- Design and edit graphics for social media posts, digital ad campaigns, email headers, event promotions, and print collateral using Canva, Adobe Creative Suite, or similar tools
- Produce short-form video content for Instagram Reels, Facebook, and other social channels, including basic editing, captioning, and formatting for platform specs
- Adapt and resize existing brand templates and assets for new campaigns and seasonal promotions while maintaining brand consistency
- Collaborate with program or events staff to develop visuals that effectively communicate key messages to target audiences
- Maintain an organized library of finalized creative assets and templates for team use

Website & SEO Support

- Assist with website updates and content uploads
- Support ongoing website redesign and content improvements
- Help review website content for SEO optimization and accessibility
- Assist with copy editing and formatting web pages

Knowledge, Skills and Abilities

- Experience with graphic design tools such as Canva, Adobe Creative Suite, or similar platforms

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- Experience with Hubspot, Drupal, Salesforce or other digital marketing platforms
- Basic video editing experience for social media content
- Familiarity with social media platforms (Instagram, Facebook, LinkedIn, etc.)
- Strong writing and copy editing skills
- Basic understanding of SEO and website content management
- Excellent organizational and communication skills

Required Qualifications:

- 1–2 years of experience in a marketing, communications, or related role (internships and academic experience considered)
- Demonstrated proficiency in Canva; working knowledge of Adobe Creative Suite preferred
- Hands-on experience with basic video editing tools for social media content
- Familiarity with social media platforms and an understanding of how content performs differently across Instagram, Facebook, and LinkedIn
- Strong written communication skills with the ability to write and edit in a consistent brand voice
- Basic understanding of SEO principles and experience working within a CMS (WordPress, Squarespace, or similar)
- Highly organized with the ability to manage multiple tasks and deadlines in a part-time schedule
- Proactive communicator who can flag issues, ask questions, and keep projects moving with limited supervision

Work Environment and Schedule:

This is a 20-hour-per-week salaried part-time position with PTO accrual. Scheduling may be flexible within core business hours. All tasks can be performed remotely. Occasional evening or weekend work may be requested during major campaigns or events.

The salary range for this role is \$25,000-\$35,000 annually DOE and Location.

If interested please email a cover letter and resume to [hiring@phoenix-society.org](mailto: hiring@phoenix-society.org)

Phoenix Society is committed to creating an inclusive environment for all members of our community. We do not tolerate discrimination based on race, color, national origin, religion, sex,

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gender identity, gender expression, sexual orientation, age, mental or physical disability, genetic information, family status, or military/veteran status. We work together to educate each other, challenge our biases, and build a safer, more accepting community.