

# Executive Assistant & Marketing Coordinator

## About the Role:

We're seeking a highly organized, proactive, and resourceful team member to support the founders of a rapidly growing wellness startup. This is a varied role that combines executive assistance, community management, light marketing support, and research.

Key responsibilities include managing calendars and priorities, organizing documents and tasks, preparing materials, conducting online research (using tools like GPT or Perplexity), and assisting with simple design and content formatting in Canva. You'll also support light community tasks such as reviewing Facebook group member requests, responding to customer inquiries, and inbox management.

This is a role for someone who takes initiative, works independently, and communicates clearly. You enjoy solving problems, paying close attention to detail, and keeping things structured, even when things move quickly.

## About Maya:

Maya is a purpose-driven wellness company committed to helping people achieve sustainable, science-backed metabolic health improvement. Our mission is to create a wellness partner that works with your body, not against it. We want to empower individuals with a sustainable path to health, not with quick fixes. Our goal is to redefine what it means to support your body: with clarity, purpose, and kindness.

## Key Responsibilities

### Executive & Administrative Support

- Manage the founders' calendar, scheduling, and daily priorities.
- Coordinate meetings, prepare agendas, and track follow-ups.
- Handle inbox management: organize, triage, and draft replies as needed.
- Maintain organized digital files, folders, and SOPs.
- Support hiring processes (e.g., posting jobs, scheduling interviews, tracking applicants).
- Assist with preparing reports, summaries, and presentations.

### Marketing & Design Support

- Assist with light graphic design tasks using platforms like Canva or similar tools.
- Draft, edit, and format marketing materials, emails, and social content.
- Organize assets, brand materials, and content libraries.
- Conduct influencer research to identify potential partners aligned with brand values.

- Manage outreach lists, track responses, and maintain an updated campaign database.
- Communicate with influencers professionally, ensuring clarity in expectations and timelines.
- Work with the internal team to coordinate product shipments, content deadlines, and campaign reports.

## **Research**

- Conduct online research using GPT, Perplexity, and other tools to gather insights on best practices, tools, competitors, or trends.
- Provide clear summaries, data points, and actionable recommendations.
- Gather information to support decision-making across operations, marketing, and product.

## **Facebook Community Management**

- Review, approve, and decline incoming member requests.
- Moderate posts and comments to maintain community quality and uphold group guidelines.
- Track membership payments, renewals, and flagged accounts.
- Respond to member inquiries and concerns in a timely and professional manner.

## **Daily Tasks**

- Inbox and calendar check-ins, and priority alignment with the executive.
- Responding to customer/member inquiries promptly.
- Light design or content formatting tasks for marketing needs.
- Organize and update files, folders, trackers, or SOPs.
- Assist with content formatting, visuals, or light design work in Canva.
- Conduct research as assigned using GPT, Perplexity, or other tools.
- Communicate progress and updates to the founder or team.
- Monitoring and moderating Facebook group activity and payments from members.

## **Required Skills & Qualifications**

- 3+ years of experience as an Executive Assistant or Administrative Support professional.
- Excellent written and verbal English communication.
- Strong organizational and project management skills.
- Proficient in Google Workspace, Microsoft Office, and task/project management tools.
- Experience with Canva or similar design tools.
- Familiarity with social media management, especially Facebook Groups.
- Ability to analyze data, create reports, and manage spreadsheets.
- Strong online research capabilities.

- Highly proactive with exceptional attention to detail.
- Calm under pressure and steady in fast-paced environments.
- Excellent interpersonal skills: warm, clear, and professional.
- Discreet and trustworthy with sensitive information.
- Adaptable and resourceful, with the ability to juggle multiple priorities.
- Strong sense of ownership and accountability.
- Positive, solutions-oriented mindset.

## **Work Hours & Setup**

- This is a remote, full-time role (40 hours/week).
- Preferred working hours: overlap with 10am - 6pm EST
- Strong internet connection and a quiet workspace are required.

### **This Role Is Perfect For Someone Who...**

- Loves creating structure, systems, and order in fast-moving environments.
- Thrives when trusted with ownership and variety in their work.
- Communicates clearly and enjoys being part of a mission-driven team.
- Feels confident working remotely and independently, without micromanagement.
- Has a natural curiosity for new tools and enjoys solving problems.

Please include the word “organized” in your subject line or message so we know you read the full description.