



Now Hiring:

Digital Marketing Manager

(Full-Time Employee)

If your go-to sales strategy is the same, tired ad-to-free-webinar-to-limited-time-discount-funnel you were using back in 2017...

If you're short on experience but fresh out of Amy P's latest course and are ready to proclaim yourself an expert...

If you'd rather reminisce about the "good old days" of cheap traffic and infinite organic reach, than come up with strategies that are fresh and new...

...then sorry, this position isn't for you.

BUT if you:

- Don't want to wait around to take a course with the next "proven sales system"—you're ready to innovate and discover what works in course sales *right now*
- Have a passion for the customer journey and understand how to nurture people through each stage to create loyal customers
- Love making strategic, data-driven decisions alongside a supportive team
- Are ready to build on an established foundation of success with solid products customers love

...then you might be the perfect candidate for our Digital Marketing Manager position.

The Company

Jimmy Fallon recently wrote a song called “Teachers Should Make a Billion Dollars,” and we believe this 100% applies to homeschool parents as well!

Journey Homeschool Academy (JHA) gives parents the confidence they need to homeschool—from elementary through the high school years—by providing high-quality, Christian courses that fit into a busy family’s lifestyle.

Luke and Trisha, the founders of Journey Homeschool Academy, were born to teach. They both have a background in education and believe strongly in homeschooling. More importantly, they believe in passing on the legacy of our Christian faith to our children through lively discussion on current events, modern scientific discoveries, and engagement with the vibrant world God has created.

JHA equips homeschool parents to give their students a rigorous education—specifically in the sciences. We free parents from needing to “know everything” (as the expert) and connect them with expert mentors through our courses who can inspire their students on their educational journey...

..but now we need YOU to help us reach more families with the life-changing courses we provide at Journey Homeschool Academy.

The Position

Journey Homeschool Academy (and our feeder blog, Intoxicated On Life) is looking for a full-time Digital Marketing Manager with at least 3 years of online marketing experience, preferably with a background in copywriting and/or funnel management.

Over the past eight years of delivering online science courses to thousands of homeschooling families, we’ve built strong sales funnels to convert our existing audience into customers. However, times are changing. We’re looking for someone with experience, ideas, and vision to help us keep pace with digital marketing and help us achieve next-level growth. That’s where you come in.

The Results

As Digital Marketing Manager, you’ll take ownership of evaluating and improving the performance of our existing sales funnels. You’ll be spearheading new initiatives and designing

new systems for converting our high web traffic to paid customers for our store products and course enrollment. Most importantly, you'll be working with leaders who are committed to providing the tools, resources, and support to make sure you have what you need to do your job well.

In 2023, we have our sights set on being a \$1M company. We firmly believe that our revenue should be a direct (albeit, beautiful!) measurement of students' and parents' lives changed.

At this point, we've got these things in the bag:

- A focus on customer success, with a team of customer care facilitators who prioritize creative problem solving for our parent-members
- A tech team making our online classroom super functional for students and parents
- Inbound traffic via our blog and social media
- A pair of visionary owners/leaders who are truly homeschooling and content area experts
- A thorough understanding of our customers' needs, desires, and the obstacles standing between them and the homeschooling success they crave

The things we're still *iffy* on:

- Innovating with new strategies to reach a broader audience...and the time to carry those ideas and projects out.
- Top-of-funnel messaging and offers that help connect unique segments of our audience with the practical solutions they need
- Creating outstanding copy for the exciting **new** courses we're developing—we'd spend all our days producing new courses if we knew our sales and marketing team could keep pace!

Here's our promise: We'll bring the healthy, sizable mailing list, all the courses our homeschooling parents need to help their students excel, and the support they need to ensure they're actually GETTING the benefits we promise.

YOUR challenge—should you choose to accept it—will be to help us reach new audiences and successfully make the virtual “handshake” to sell them on the homeschooling parents they CAN be, via our online learning solutions.

Qualifications

Please note: these are our IDEAL qualifications. Research shows that applicants who are female and/or people of color tend not to apply for positions they are not 100% qualified for. If you believe you have what it takes to do the job, we encourage you to apply even if you feel you do not meet all of the following qualifications.

- Experience planning and managing every part of a sales funnel, to include lead magnets, landing pages, webinars, emails, etc. Experience in paid advertising preferred.
- Proven success in leveraging affiliate and/or ambassador partnerships to increase brand awareness and sell to crossover audiences.
- Ability to analyze existing metrics to uncover opportunities for growth, translating insights into actionable projects. We value your ability to make informed decisions that will both meet (or exceed) sales goals...while also adhering to our values as a company.
- Demonstrated ability to deliver outcome-driven projects on time, ensuring that distributed contractors and team members are completing tasks for on-target delivery of projects.
- Spirit of collaboration with teammates who may have deeper insights into the content area, but who share a mutual commitment to customer success.

Experience marketing and selling online courses/memberships preferred.

We're 100% Virtual!

Our company is located in the Lansing, MI area—But you don't have to be! We are looking for a Digital Marketing Manager who meets the above qualifications. The job requires daily interaction/collaboration via Trello and weekly meetings with our owner. (If asked for a secret code, give this: Science For All.) Many web-based applications, including ConvertKit, Drip, and a basic Divi page builder for WordPress, will be utilized in this position, so the ability to learn new programs and document your own duties for the position is required.

Working hours are flexible, since our US-based team frequently works across time zones. Position hours would be full time, around 35 hours per week based on the ability to meet production goals.

What to do next?

If you're interested in the Digital Marketing Manager position, do this:

Send us a cover letter, document, or video that contains the following information. Make sure

your email subject line has the secret code in it. If you don't have the secret code, please do not apply.

- **How will YOU fit in this position and with our business specifically?**

You're in online marketing, so do some research (*we'll even give you a tip; start here: <https://journeyhomeschoolacademy.com/>*), and then sell us on why we would be lucky to have you. We know what's a fit for us; we want to know why this is a fit for you.

- **We believe that “When everyone else zigs, you need to zag.” How do you think this might apply to selling established online courses?**

Name at least one strategy/tactic you're excited about, and why it's important specifically for course creators.

- **What are your compensation requirements?**

If you pick a comp structure that makes sense given where our business is at, and everything else in your application looks good, we will interview you.

We're glad to see your resume, too, but know our primary focus will be on your answers to the above questions.

Send your application via email to trisha@intoxicatedonlife.com.