



ASSISTANT TO THE CEO – JOB DESCRIPTION

SUMMARY

As Assistant to the CEO, you will be responsible for providing comprehensive support to the CEO and Executive Team. This dynamic position requires the ability to anticipate needs, think critically, and offer solutions to problems with a high level of professionalism and confidentiality. The ideal Assistant will know how to stay five steps ahead of the CEO, clearing the path to ensure the team is in the best position to achieve monthly and quarterly goals. The Assistant will also have sales support responsibilities, including assisting with inbound leads, lead qualification and nurturing, and connecting customers with the CEO.

RESPONSIBILITIES - ASSISTANT

- Provide sophisticated calendar and email management for the CEO. Prioritize inquiries and requests while troubleshooting conflicts; make judgments and recommendations to ensure smooth day-to-day engagements.
- Complete a broad variety of administrative tasks that facilitate the CEO's ability to effectively lead the organization, including assisting with special projects; designing and producing complex documents, reports, and presentations; collecting and preparing information for meetings with staff and outside parties; composing and preparing correspondence; and maintaining contact lists.
- Serve as the primary point of contact for internal and external communication on all matters pertaining to the CEO, including those of a highly confidential or critical nature. Prioritize and determine the appropriate course of action, referral, or response, exercising judgment to reflect the CEO's style and organization policy.
- Work closely with the CEO to keep them well informed of upcoming commitments and responsibilities, following up appropriately. Act as a "barometer," having a sense of the issues taking place in the environment and keeping the CEO updated. Anticipate the CEO's needs in advance of meetings, conferences, etc.
- Work to coordinate the CEO's outreach activities and follow up on contacts made by the CEO to cultivate ongoing relationships.

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REQUIREMENTS – SPECIFIC TO ASSISTANT

- A high degree of professionalism and discretion in dealing with diverse groups of people
- Ability to complete a high volume of tasks and projects with little or no guidance.
- Able to maintain a high level of integrity and discretion in handling confidential information.
- Excellent judgment is essential.
- Ability to switch gears at a moment's notice. A sense of urgency when needed is a MUST.

RESPONSIBILITIES - SALES SUPPORT

- Help move solid leads through the marketing funnel, connecting them to the CEO, and arranging in-person meetings, emails, or phone calls.
- Follow-up with potential customers who expressed interest but did not purchase yet.
- Perform regular follow-up calls or emails and facilitate communication with existing customers to ensure their satisfaction and identify new potential needs.
- Create relationships with customers to identify their potential needs and qualify their interests and viability to drive sales.

REQUIREMENTS – SPECIFIC TO SALES SUPPORT

- A Bachelor's degree in Marketing, Business, or equivalent experience in a sales environment is preferred.
- Ability to effectively communicate with customers and the Braugler Books team and partners.
- A chameleon-like ability to relate to a wide range of existing and potential clients across a broad range of ages and backgrounds.
- Social media and lead generation experience preferred.
- Good time management and analytical skills.
- Good telephone etiquette and computer literacy skills.

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GENERAL REQUIREMENTS COMMON TO BOTH ROLES

- High proficiency with a wide range of software and applications, specifically including Google's G Suite, HubSpot, Microsoft Office (Excel and Word in particular), and Trello (or a similar project management application.)
- Working knowledge of budgets, forecasting, and metrics.
- Exceptional organizational skills and impeccable attention to detail.
- Excellent communications skills, in both written and oral forms. This includes proficiency in spelling, grammar, and punctuation.
- Maintain open communications with the company associates and provide information and documents as needed.
- Respond to customer and associate inquiries.
- Collaborate with the CEO to ensure the company's goals and targets are met.
- Able to take a large amount of information and summarize it quickly both in writing and orally on a regular basis. You must also be able to track communication (and be very responsive) across multiple channels without losing any details.

LOCATION

- The role is virtual. Regular (zoom) meetings with the CEO are required to better facilitate onboarding, training, and regular status updates.
- The company is based in the U.S. Eastern Time Zone. The ideal candidate must be able to work during US EST business hours, or at a minimum overlap them.
- The role will initially be PART-TIME (approximately 20-25 hrs./wk.), with the opportunity to move to FULL-TIME based on the impact on the business. Hourly compensation as a 1099 independent contractor.

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