

Related Training Instruction (RTI)

Learn and Grow!

Marketing Assistant

This is an overview of the onboarding and ongoing related training instruction provided by PC Media Techs for the Marketing Assistant Role

The onboarding and related training instruction for the Marketing Assistant position will take place **over the course of a year, totaling 178 hours of training time** with an evaluation of skills after each 3-month period. We get started with a welcome and onboarding process that includes observation and job shadowing. You'll set up your virtual desk, learn about our brands and workflows, and complete beginner tasks.

Training covers digital mental health, client and team communications, representative tasks, and various software tools. The related training instruction also includes training in branding, marketing, and managing products and services. The year-long apprenticeship concludes with an overall evaluation of skills. Certifications will be granted if all skills assessed are satisfactory

You will continue to have access to the onboarding, related training instruction, standard operating procedures (SOPs), and video library of team training for success in your role.

Certifications

Certificates	Skills Assessed
Promotional Design Certificate	Design platforms including Canva, Wix, Monday, G-Suite, print design, promotional design, external department communications, social media planning, creating content templates, social media scheduling.
Social Media & Content Marketing	Email marketing, text marketing, automations, preventative maintenance, troubleshooting, close attention to detail, smooth workflow, efficient delivery of projects, mock-ups, follow up success.
Sales and Company Representative	Client communication, team communication, project flow, task delegation, project deadlines, company representation, following brand guidelines and templates, following detailed instructions, organization of digital assets, networking skills.

Provider	Course Title	Hours
Instruction Led by PC Media Tech LLC Staff	<p>Onboarding Module</p> <p>Course topics include but not limited to:</p> <ul style="list-style-type: none"> ● Virtual Desk ● Brands & Messaging ● PC Media Tech Workflow ● Tech Queen Shot Workflow ● PC Empowerment 501c3 Workflow 	80
Instruction Led by PC Media Tech LLC Staff	<p>Digital Mental Health Curriculum Module</p> <p>Course topics include but not limited to:</p> <ul style="list-style-type: none"> ● Interest Surveys ● Your Relationship With Your Phone ● Digital Mental Health Tools 	12
Instruction Led by PC Media Tech LLC Staff	<p>Client Communications Module</p> <p>Course topics include but not limited to:</p> <ul style="list-style-type: none"> ● Client Communications ● Answering Phone Calls and ● Following Up with Leads and Referrals ● Managing Customer Service inbox CMS, & Dashboards ● Scheduling and Automating Text and Email Blasts ● Setting Up Automations 	10
Instruction Led by PC Media Tech LLC Staff	<p>Team Communications Module</p> <p>Course topics include but not limited to:</p> <ul style="list-style-type: none"> ● Flow Chart ● Team Communications 	3

	<ul style="list-style-type: none"> • Delegating 	
Instruction Led by PC Media Tech LLC Staff	<p>Representative Tasks Module</p> <p>Course topics include but not limited to:</p> <ul style="list-style-type: none"> • PC Media Techs at Networking Events • Engaging PC and Community Partners • Facilitator Training • Attracting & Engaging Volunteers 	5
Instruction Led by PC Media Tech LLC Staff	<p>Software Application Related Instructional Training Module</p> <p>Course topics include but not limited to:</p> <ul style="list-style-type: none"> • Communication(WIX) • Monday Software • Descript • Canva • G-Suite Tools 	15
Instruction Led by PC Media Tech LLC Staff	<p>Branding and Promotional Design Module</p> <p>Course topics include but not limited to:</p> <ul style="list-style-type: none"> • Organizing Digital Assets • Creating Brand Kits and Logos • Creating Copy for Various Platforms • Designing Print Materials 	8
Instruction Led by PC Media Tech LLC Staff	<p>Marketing Module</p> <p>Course topics include but not limited to:</p> <ul style="list-style-type: none"> • Batch Creating Content • Scheduling Social Media Posts • Public Relations and Advertisements 	20

Instruction Led by PC Media Tech LLC Staff	Managing Products and Service Module Course topics include but not limited to: <ul style="list-style-type: none"> ● Designing and Updating Websites ● Practicing Preventative Maintenance ● Managing Products and Orders Troubleshooting 	25
Total		175