



MARKETING ASSISTANT

FLFE Innovations Corp. (FLFE) is a fast-growing consciousness technology company based in Nelson, British Columbia. FLFE offers a subscription-based service that activates a high consciousness field around an object or a property, increasing the quality of life through personal growth, reduced anxiety, improved sleep, EMF (Electro-Magnetic Fields) mitigation and more. FLFE system activates a high consciousness environment supporting optimal health & increased mental freedom.

FLFE has an evidence-based approach to Research, including double-blind studies facilitated by our in-house PHD level Research specialists, ensuring scientific integrity and validation of our leading-edge technology.

The Mission

FLFE's mission is to Support the optimal conditions for the evolution of consciousness in an economized society. One of the ways we express that at FLFE is by exploring business as a spiritual path.

Job Summary

The Marketing Assistant is a proactive and detail-oriented professional who brings curiosity, creativity, and strong organizational skills to a multi-faceted role. This position directly supports the Marketing Director and Partnerships Manager, with responsibilities spanning campaign analysis, copywriting, ad optimization, email growth, outreach, coordination, and operational systems.

As an integral part of the FLFE marketing team, the Marketing Assistant works closely with external advertising and referral partners, internal departments, and leadership to ensure marketing initiatives run smoothly and deliver measurable results. They are equally comfortable diving into performance data, brainstorming creative copy, and streamlining workflows to keep projects on track.

The opportunity

This evolving role is ideal for someone who thrives in a dynamic environment, one day analyzing ad performance and recommending optimizations, the next drafting compelling copy for an email campaign, and the next organizing project management systems to support the entire department.

Marketing Assistant is a full-time position. The working hours are from 8:30 am to 5:00 pm Monday to Friday, or as required based on the business needs.

The Marketing Assistant reports to the Marketing Director. The Marketing Assistant shall stay aligned with the leadership team while maintaining the company values & stay focused on the mission, as we implement the growth initiatives through the company.

At FLFE, we foster innovation, compassionate leadership, and mindful collaboration. Your work here creates lasting spiritual and practical impact, resonating far beyond day-to-day business results. This role offers a transformational career opportunity, aligning your skills with a powerful, shared mission. If you value growth, collaboration, and purpose-driven work, this could be your calling.



We support our team in career paths that reflect their evolving goals, whether you wish to advance professionally or seek a stable, joyful role. These principles embody our mission as we strive to model this in our business, offering a framework others can adapt in their unique context.

Duties and Responsibilities

- **Collaboration and Assistance:** Support the Marketing Director and Partnerships Manager in executing strategy, managing priorities, and staying ahead of deadlines. Provide personal assistance where needed, such as scheduling/maintaining calendars, organizing information, preparing reports, interfacing with third-party agencies/consultants, internal communications, and handling follow-ups to ensure projects and daily operations run smoothly.
- **Analyze Marketing Performance:** Track and interpret key stats across email, social, referral partner, and ad platforms. Provide insights and recommendations to improve ROI.
- **Copywriting & Ad Creation:** Craft high-converting ad copy and engaging campaign content across panning emails, landing pages, and promotional materials that capture attention, sparks curiosity, and drives action.
- **Ads Management:** Collaborate closely with our external advertising team to maximize results. Work extensively with Facebook Ads and Google Ads by analyzing performance data, identifying opportunities for improvement, and refining creative strategy. Contribute to ad copywriting, audience targeting ideas, and campaign structure improvements to boost ROI.
- **Email Growth & Optimization:** Monitor list growth and engagement, segment audiences, and run A/B tests and suggestions to improve open rates, CTRs, and conversions.
- **Operational Systems:** Support the creation and maintenance of processes that keep the marketing department organized, including project management, documentation (e.g., our growing content library of videos, webinars, testimonials, etc.), and reporting systems.
- **Partnership Support:** Provide end-to-end marketing and operational support for FLFE's Referral Partner (RP) program. Support RP onboarding, account management, and communications; maintain accurate activity records; optimize RP systems and processes; and help organize and repurpose partner content to enhance program performance and experience.

What are we looking for:

- 2–4 years of experience in digital marketing
- Experience in personal assistance and administrative support.
- Strong skills with Facebook Ads Manager and Google Ads (certifications a plus)
- Experience analyzing and optimizing email campaigns (Keap or Klavio is an asset).
- Excellent copywriting and editing skills with an awareness of current trends in copywriting (e.g., conversational and human-first tone, short-form social hooks, copy that balances curiosity and clarity, and email subject lines that drive opens)
- Comfortable making meaningful insights from raw data (Excel, reporting dashboards, GA4)



- Organized, detail-oriented, and proactive in creating operational systems
- Familiarity with project management tools (Asana, Trello, or similar)

Bonus If You Have

- Background in wellness, spirituality, or consciousness technology industries
- Experience working with subscription-based products or services

Business as a Spiritual Practice

We conduct business as a non-denominational spiritual practice to the best of our ability. We seek team members who understand that their work contributes to measurable consciousness evolution globally. Please share your experience of the spiritual path you are on and how you think it may fit with ours after reviewing our website (www.flfe.net) and perhaps watching some of the webinars & videos.

This is what we offer

Join a rapidly growing, stable organization that offers a range of career development opportunities with a comprehensive salary and benefits. Besides a competitive salary, we offer:

- Benefits including Medical & Dental plans* (*after completion of the probationary period)
- Paid Holidays.
- Work Hours flexibility as agreed with your manager.
- Complimentary FLFE subscription for Home & Phone and other FLFE services.
- Regular socials, friendly work environment, happy co-workers (most of the time ☺!)
- World class office resources & equipment with standing desks, excellent air purification systems, water purifier, 9+ feet office ceiling, dimmable full spectrum LED lights, kitchen facilities to cook your own meal. Fully equipped large bright office pantry & lunchroom with organic Tea & Coffee.
- Comprehensive on-boarding and in-house leadership training program
- Training on a variety of job skills and an opportunity for career development / advancement.
- Opportunity to bring all of yourself to work, to be able to bring your spiritual approach to life to your job and explore that with your fellow coworkers and customers. This is an opportunity to work for a company that is consciously and measurably increasing the consciousness of the planet.

Ready to Transform Your Career and Impact Global Consciousness?

If so, please email your resume and cover letter to contact@flfe.net. Mention 'Application for the position of Marketing Assistant' and your full name in the subject line. Also include:

- a. Examples of social ads, websites, and/or email campaigns
- b. Examples of problem solving and improving efficiencies for marketing projects and teams

Job Location

Nelson, BC; *Nelson* sits on the West Arm of Kootenay Lake, nestled in the rugged Selkirk Mountains of southeastern BC, in the beautiful West Kootenay region. [Click here](#) for more information about Nelson.

Relocation

Relocation support may be considered for the right candidate who is willing to move to Nelson.