

## SOCIAL MEDIA / CONTENT MARKETING POSITION

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### About Us

Successwise is bestselling author Allan Dib's fifth company using everything he learned starting and selling four tech companies to create a marketing framework which has helped hundreds of thousands of business owners get clarity on their marketing. The framework is the center of the bestselling book, *The 1-Page Marketing Plan*, which has sold over 500,000 copies. Successwise offers 1:1 coaching, a monthly membership, an online course and the ability to become certified in teaching *The 1-Page Marketing Plan*.

### About You

As the Strategic Social Media Manager for Successwise, you'll be responsible for our entire social presence. We are intent on using social to build a community of entrepreneurs and run attraction marketing for upper stages of our sales funnel.

You will create and curate all content, schedule daily posts, interact and build a community as our company, regularly analyse performance, and tweak strategies accordingly to meet aggressive monthly goals.

You will take overarching direction from our Social Expert, but will be responsible for bringing new ideas to the table, staying up to date with the ever-changing social landscape, and creating and implementing campaigns as necessary.

You are willing to become familiar with who we are and what we strive to do.

You already have a background in marketing.

You are excited to bring clarity to confused entrepreneurs.

You're computer savvy and both able and willing to learn new software tools as we adopt them. You're meticulous with detail and have a great hold with project management.

You enjoy being creative.

You have a strong sense of design (professional experience not required) and commitment to representing our brand and look.

You have strong copywriting skills.

You are not afraid to be on camera, as necessary.

You have previous experience with Facebook and Instagram marketing. Previous experience with Twitter, LinkedIn, YouTube and TikTok are a PLUS.

Other skills that are a plus:

- Facebook Ads
- Graphic Design using Adobe Suite
- Videography
- Video Editing
- Website Design using Wordpress's Elementor
- Team Schedule Coordination
- Experience with Asana

## **Job Details:**

- Pay based on deliverables.
- Remote work
- Ability to work with tools such as Hubspot, Gmail, Google Drive, Dropbox, Slack, Loomly, YouTube, Facebook, TikTok and Instagram.
- Creation and curation of all content. (Inclusive of graphic design and video editing)
- Scheduling of all content.
- Community management inclusive of inbound and outbound engagement.
- Weekly analytics and monthly reporting.

## **Job Requirements:**

- Must have daily access to high-speed internet, a smartphone, and computer.
- Comfortable learning new online software (if not familiar with some of the above).
- A positive attitude, a passion for interacting and supporting our customers is an absolute must!
- Highly organized and task oriented.
- Extremely timely with delivery of tasks.
- Ability to gain familiarity with Successwise programs and philosophy a must.
- The ability to communicate and work with our team members.
- Highly empathetic towards customers.
- The ability to grow with our team and the dynamic nature of our work.
- A love for speaking to others within the entrepreneurial community.

## **Your Compensation and Perks:**

- Competitive pay (Primarily based on deliverables although inclusive of hourly outbound engagement).
- Increase and build your skillset in digital marketing
- Be part of a dynamic team and a growing company!

## HOW TO APPLY:

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Send an email with the subject line “Social Media/Content Marketing Job” to Carolyn Esposito with your resume/ CV to [hr@successwise.com](mailto:hr@successwise.com). Include information about your background and tell us about why you think you’d be a good addition to our team.

## NEXT STEPS:

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If you’re a fit, we’ll send you a few social media related tasks to perform. Please complete accordingly.

If we like what you’ve done, we’ll follow up with a Zoom interview.