

## **A Little About this Client**

Internationally-touring musician, teacher, and producer and his wife seek part-time contractor to manage and execute social media and communications strategies as well as manage an online community. This is a holistic artist and activist who offers musical experiences that transform the body, mind and spirit.

**Position Title** - Social Media and Online Community Manager

**Type of Position** - Ongoing contract – a committed long term virtual team member

**Start Date** - Approximately Mar 1

**Number of Hours** - Approx 10-15 hours per week. Looking for someone who can tap in almost daily (to inbox, comments, etc) rather than batching all the work into 2-3 days a week.

**Pay Rate** - Depends on Experience

**Location** - This can be done entirely virtually. If you live in the Sedona area (Northern Arizona), there is the option to do some meetings and co-working sessions in person with Ashley. Regardless, there will be a significant amount of independent and virtual work.

## **WHAT YOU'LL DO**

### Social Media

- Creating and scheduling content
- Pairing graphic and video with audio and written content
- Creating Instagram Stories & Reels
- Reviewing and editing content with Porangui
- Posting on all channels- Facebook, Instagram, Member Network
- Facebook & Instagram messages- responding and passing on to team members
- Keep up on latest trends and features and integrate into social strategy
- Create and manage events in Facebook
- Tracking down and reviewing event photos, choosing best photos to save and share
- Use data to analyze engagement and plan digital strategy
- Oversee social media accounts' design (cover photos, bios, profile pictures)

### Marketing

- Coordinating marketing for shows and festivals in conjunction with booking team
- Coordinating promotional plans for album releases, podcasts and other press appearances (with direction)
- Communicating with event promoters and musical collaborators

## Email Marketing

- Monthly Newsletters using Mailchimp
- Targeted emails for tour dates, retreats, etc
- Managing auto-responders for music purchases, etc
- Keeping mailer lists up to date

## Mighty Network - Online Community Manager

- Niche content creation
- Monthly download of members list
- Create and implement member engagement strategies
- Schedule & market in-network events
- Keep up on latest platform updates and features
- Post-production on livestream events (trimming, uploading, thumbnails)
- Monitor group chats

+ Additional related projects as needed

## **THE KIND OF PERSON WE'RE SEEKING HAS**

- Strong written communication skills
- Keen attention to detail
- Tech savvy (Mac friendly, GSuite, Airtable, Asana, Evernote, MailChimp, Zoom, Slack), and if you don't know it you will learn it
- A genuine desire to be of service - not only to the owners, but the global collective
- Extremely self-motivated - can you manage your own time and be self-disciplined in order to get things done?
- Proactive, pragmatic, and resourceful problem solver
- Creative and generates novel solutions and ideas
- Creates and maintains organization
- Ability to manage confidential information
- Ability to manage multiple priorities and meet or beat deadlines without error
- Life-long learner - you thrive on learning new tools
- Ability to be available to your client during regular business hours, Mon. through Fri.
  - If you are able to check the inbox once on Saturday or Sunday, that's a bonus
- Exhibit the confidence and composure needed to let your client know "You've got this!"
- Deals well with ambiguity, change and hours that sometimes fluctuate weekly
- Patient and kind when communicating with team members and community members
- Sense of aesthetics and harmony
- Positive thinking
- Inspired by client's work (world music and healing)
- Healthy lifestyle is a bonus

## **YOU IDEALLY HAVE**

- At least 2 years of experience in social media management
- At least 2 years experience as a Virtual Assistant or in an administrative support role
- Experience working with managers and teams located remotely preferred
- In-home office setup including: Mac or PC Computer, consistent high-speed internet, computer with webcam
- Smartphone with email capabilities
- Designated professional and quiet space

## **Ideal Additional Skills / Experience**

- Basic Video Editing
- Graphic Design
- Paid Advertising (You Tube, Facebook, and Instagram Ads)

## **Interested? Apply Now!**

How to apply:

Fill out this preliminary application, upload your resume, and submit a short intro video at the following link. The form should take you 15-20 minutes.

Application: <https://forms.gle/B5EZirPsXSYwsWx36>

We are hoping to begin interviews the week of Feb 21.

Contact with any questions: [ashley@porangui.com](mailto:ashley@porangui.com)

We base our selections on competence and professionalism in addition to the appropriate background and client fit.