



JOB DESCRIPTION

Digital Media Manager (Part-Time, 32 Hours/week)

Role Description:

This role is currently being offered as a **Digital Media Manager**, with the option for your title to grow in the future. — This role reports to Ashley Steele, Founder & CEO, and collaborates with our other team members: Maggie Binner, Operations, Sheila Martin, Social Media, and our contracted Photographer(s)/Videographer(s). As we grow, we will re-evaluate your role and responsibilities, compensation, and other growth opportunities. Currently, we are offering this role as either a **contracted position** or as a **W-2 employee (state of New Mexico only)**, providing the following services:

ADMIN | estimated 15% of your work (average 19 hours/month)

Each week, we will expect you to be reachable via email and our internal Slack channel. Communications should be responded to **within 24 hours or sooner**. We also expect you to join us weekly for a recap meeting and overview/sharing opportunity meeting.

- Daily email communications
- Daily slack communications
- Calendar coordination
- Recap emails with notes taken during client meetings and calls
- **Weekly recap check-in for team and clients**
- Adding all client assets to the shared Google Drive
- General team check-ins and facilitation of items needed
- Strategy Jam Sessions
- Project Management — Please keep track of your assignments, due dates, and milestones via Google Calendar and slack updates.

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SOCIAL MEDIA | estimated 65% of your work (average 83 hours/month)

You will be responsible for up-to **four social media accounts and/or a minimum of \$6000 in client revenue**. Once you are at capacity of four social media accounts, we will begin to look for additional help or discuss adding more hours to your plate. During this process, you may be responsible for up to **five** accounts, temporarily, with team support. Your responsibilities will include:

- Copywriting for 15-20 posts per month, per account
- Sourcing 15-20 images or video clips per month, per account
- Graphic and **Reel** creation in CANVA
- Scheduling of social content in Agorapulse
- Pulling basic Agorapulse **Reports**
- Contribution and **leading** of Client social brainstorm
- **Ongoing research of social media best practices and client industries**
- Email communication between clients for reporting and Airtable social media content sharing and follow-up.

DIGITAL MEDIA | estimated 20% of your work (average 26 hours/month)

- Assistance with minor WordPress, Wix, or Squarespace updates
 - **Copywriting for blogs and content creation** on client websites (*repurpose on social media*)
 - Assistance with paid social ads
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GROWTH OPPORTUNITIES:

REVIEWS + BONUS STRUCTURE:

As Obtain grows, we will review each quarter's revenue goals and where we stand. Each quarter, we will meet with you to discuss how you're doing and where we are going as a company and in your role. Yearly, we discuss bonuses and/or pay increases.

In regards to Bonus Structure, If you bring in \$5000 of revenue, you will receive \$500. (ie. If you bring in 2, \$2500 a month accounts, you will receive \$500 as a bonus). ****client must be a good fit for us.***

MILESTONES & EXPECTATIONS:

Weeks 1-4

We will be onboarding you and introducing you to all of your assigned clients. This will involve zoom meetings, calls, in-person meetings (**NM**). You will also begin to help facilitate client communication, organization of assets, research of clients, and begin writing copy for social media.

Expectations:

- A thorough familiarity of each client's business by week 4, including but not limited to:
 - Business Mission & Vision
 - Goals related to the services we are providing for them
 - Target Market & Demographics
 - Brand Voice
 - What they do
- A solid understanding of what platforms we use and why, and comfortability with Google Drive, Google Calendar, Slack, Airtable, Canva, and Agorapulse.

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Weeks 4-8

In the second month of your work with Obtain, we will be looking for good rapport with our clients and our team, a general understanding of our business and goals, and ideas contributing to increasing our business for Obtain and our clients. We will also be looking for independence forming with client directives, content calendars, content scheduling, and more.

Expectations:

- A thorough knowledge of where all our important documents are within Google Drive.
- Knowledge of the Obtain brand voice and standard protocols
- Documented ideas for our clients
- Good eye and corrections for copy edits and Canva-created imagery
- Full content creation for monthly social media calendars
- Low to zero-error content scheduling
- Regular contributions to the team with ideas for growth