

## Video Marketing Manager

If you are detail-oriented, love watching videos, love digital marketing, love customer service, have an interest in finance, and you want to be a part of a small, international company with a big future, then this might be the perfect fit for you.

You will be working with a small entrepreneurial San Diego-based company making a difference in the lives of business owners in the financial services industry by working virtually with an international team, from your own home office.

You'll be our primary point of contact for our clients, onboarding them into our system and keeping their scripts & video production on track using our automated system (Infusionsoft). You'll be managing our international team to make sure projects are done with excellence and on time. You need to be proficient in using social media, and enjoy reviewing video content with an eye for detail and creative communication. You need to be highly organized, detail-oriented, and most importantly, extremely conscientious about follow through.

### About You

You are a people person who likes to keep tasks on schedule for yourself and others.

This is a position that requires great attention to detail as you review scripts and videos and give recommendations to clients and video editors. You must be able to assess the effectiveness of written and visual communications and improve them with your edits and suggestions. (No video editing skills required, you'll be managing video editors.) You also must have an uncompromising eye for detail, as you will be the last line of Quality Control for our scripts and videos before they're released to our clients.

You must be proficient in using multiple online platforms, including Wordpress, social media sites, email marketing platforms, and CRM systems.

It helps if you have an interest in finance, since most of our clients are in the financial services industries.

You do NOT thrive on being micromanaged and love to be given the freedom to excel in your job. Being your own boss and helping a small, growing organization is a dream come true for you.

You are open, direct, and straightforward. You believe that honesty, awareness, and ownership are the direct routes to problem solving.

You love being given a responsibility and then running with it, making sure all t's are crossed and i's are dotted, and keeping close watch on all your projects to make sure they're completed with excellence and on time. You own your job as if it was your own company.

You'll also help us create the company best practices for completing your tasks as you become our go-to expert in this Video Marketing Manager arena.

## About This Role

You'll be filling 4 main functions in our company:

- 1) Client Liaison
- 2) Video Marketing Manager
- 3) Script Reviewer
- 4) Video Reviewer
- 5) Managing our Marketing Automation System

## About Your Daily Tasks

We use a system that will generate emails to you when your part of a project is due. You'll check your email inbox at least once per day to see if you have any tasks to complete.

Your tasks will fall into 5 areas:

### 1) Client Liaison-

You'll be our primary point of contact for our clients, keeping their projects on track using our automated system (Infusionsoft). You'll answer and respond to phone calls from clients, and manage their projects within our system.

### 2) Video Marketing Manager

You'll manage our international team of video editors, voiceover artists, content consultants, and administrative assistants to make sure our video products are produced on time and with excellence.

### 3) Script Reviewer-

When a client submits the first draft of their scripts, you will help review them to make sure they flow well for video. You'll use Track Changes in Word to make any suggestions (deleting and adding words) to make sure the scripts flow well and communicate clearly. You're a good objective audience for our clients, since you're probably not as familiar with the financial services industry as they are. You can lend an objective eye to their scripts to make sure they make sense to their prospective clients. You'll also make sure the formatting and length of the scripts fit within our guidelines.

After you complete your review, you'll email the scripts back to the prospective client for review using our templated email system.

### 4) Video Reviewer-

When one of our video editors submits the first cut of their whiteboard animated videos (usually in batches of 12 1-minute videos), you'll be notified by email with a task. Then you will review the videos to make sure they communicate the scripts' message clearly with the visual animation images the editor chose. You'll record any recommended edits in a Word document

and submit that to our editor using our system. You'll also make sure any changes requested by client or other team members are implemented correctly in the videos, which requires high attention to detail.

#### 5) Managing our Marketing Automation System-

We offer our clients this system to make their lives easier. What this means is that every month, you will complete their 7 Steps to Video Marketing Success for them. You'll upload their videos to their social media, post to their blog, and help them use their video in email marketing. You'll also use our systems to generate monthly reports for each client to show them their digital marketing results.

#### Your Required Skills

- Self-starter -- ready to take responsibility to make each project the best it can be. You need to be an "A Player" who treats this job as if it was your own company. We want you to lead.
- Loves talking with clients on the phone and managing their projects for them. You offer pleasant and prompt responses to client questions and needs.
- Ability to communicate in 4 distinct ways: 1) communicating with clients 2) keeping our team on task 3) editing other people's written scripts and 4) giving clear written feedback to international video editors about visual improvements needed to videos
- Outstanding attention to detail
- Able to learn new software quickly, and you must be proficient and ideally an expert at using Wordpress, social media sites, email marketing platforms, and CRM systems. We'll provide training on our internal systems.
- System-friendly and be someone who thrives on organized systems.
- Utmost commitment to meet deadlines and feel tremendous ownership over your job.
- Enthusiastic, reliable and self-sufficient.
- Even-tempered / no 'attitude' / willing to help beyond a job description and do whatever it takes.

#### Your Nice To Have Skills (we can train you too!)

- Experience with online video (YouTube)
- A love of watching online videos and writing
- A love for financial topics and business building
- Highly organized and detail-oriented. I'm putting this again as it is so important.
- Familiarity with Infusionsoft

## The Details

### Position Purpose:

To help our company provide outstanding video marketing resources, strategies and services so we can impact more financial advisors' lives while increasing revenue and profit.

### You Report To:

Founder of company

### Your Computer:

You must have your own FAST computer (ideally NOT a Mac), reliable high-speed Internet access and a mobile telephone with texting.

### Your Commitment:

This is a 5-15/hr week contract position that can scale to more hours as our business grows.

### Work location:

Your home or office most of the time.

This job offers great flexibility.

We will perform a complete background check and will call all references you provide.

Starting pay is \$15 to \$20/hr and can grow from there. Starting pay will depend on your experience and expertise in the specific skill sets cited above.

Please respond to [jobs@faclientmachine.com](mailto:jobs@faclientmachine.com).

### Use this subject line:

Video Marketing Manager for Growing Company mm/dd/yyyy  
(put the date you apply)

Include any related experience and results you have.

Please include a 1-page cover letter as to why you think you would be a good fit, and also a separate copy of your resume, both in PDF format.

Also, please call this number [877\) 572-6871 ext. 708](tel:877-572-6871) and leave a voicemail as if you were calling a client who has just signed up for our Marketing Automation System. (This is a bit of role play). Introduce yourself by first and last name, welcome them warmly to our company, and let them know you'll be sending them an email with first steps to get set up for their new Marketing Automation System.

(At the end of your voicemail message, please be sure to leave your full name and the date you emailed your resume.) Leave this voicemail the same hour that you send the email with your resume.

Thank you for your time.