

Video Marketing Manager, Flexible Hours, Work From Home

If you love digital marketing and social media, online video, customer service, analytics and reporting, are detail-oriented and enjoy maintaining online systems on a monthly basis, 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 running one of our most popular systems for our clients, the "Done For You Upgrade", and you'll be posting their videos to their blog, social media, email marketing, etc. You'll onboard them into our system with a personal phone call and then keep their system running for them monthly, as well as providing analytics and reporting monthly to track their success using our automated systems (Infusionsoft). You'll be managing our international team to make sure projects are done with excellence and on time. You need to have a passion for and be proficient in digital marketing, including blogging, social media, and various email marketing platforms. You need to be highly organized, detail-oriented, and most importantly, extremely conscientious about follow through. You'll also be helping us refine our operations systems to best manage projects using the software Infusionsoft. You need to be comfortable with a dynamic and changing work environment since we are in growth mode; you need to be an "all-purpose" person, flexible to work on a variety of types of tasks and projects.

About You

You are a people person who likes to keep tasks on schedule for yourself and others. You enjoy working with marketing projects revolving around video. You also love working within and creating systems to help our business run smoothly.

This is a position that requires great attention to detail as you set up, manage, review and report on our digital marketing for 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's operating 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 running one of our most popular service offerings, our Done For You Upgrade for the Turnkey Video System. This means you'll be supporting our clients in getting great results with our Turnkey Video System by doing all 7 Steps to Video Marketing Success for them each month (this includes digital marketing strategies like posting YouTube videos to blogs, social media, email marketing, etc). You'll manage a small team of Virtual Assistants who will do the administrative work. Your main role will be to interface with clients to onboard them into the system, use our online systems to manage Virtual Assistants to do all the postings and create reports for each client each month, and then interface with clients monthly to deliver their reports.

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 3 areas:

1) Onboard new clients into system-

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

2) Team Manager-

You'll manage our international team of Virtual Assistants to make sure our video products are produced on time and with excellence.

3) Manage Reporting and Analytics-

You'll review reports created by our Virtual Assistants and then deliver to clients with a personal touch, available to answer any client questions.

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.
- Expert in digital media. We'll look to you for new fresh ideas and enhancements to make our service offerings even better through cutting edge strategies for promoting YouTube videos through blogging, social media, email marketing, etc.
- 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 2 distinct ways: 1) communicating with clients 2) keeping our team on task
- 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. You must be a flexible, "all purpose person", willing to help with a variety of needs.
- Not afraid to fail and try new things in a dynamic, growth environment.

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

- 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 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 10-15/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.

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 Done For You Upgrade. (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 Done For You Upgrade.

(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.