

Content Manager wMarketing, writing and Social Media exp (Virtual)



Location **Idaho**
<https://www.genclassifieds.com/x-376870-z>

This gig is perfect for an animal lover. An advocate of responsible pet ownership, rescue, fostering, re-homing.











I am looking for someone to lead my writing team of 3 peeps. Managing the writing team means that you will work with them to assign articles, give direction for tone, content and suggest resources. When the draft articles are in, it is your responsibility to review them, provide improvement suggestions IF needed or simply edit if it's best. Once the articles, initially are approved by me, then schedule the articles in WordPress. It is your responsibility to monitor their publication and report on results. You must know your way around WordPress. Preferably but not required, you also know Photoshop so you can produce the article and associated social media images.

As a content manager, you own the themed content calendar. It is your responsibility to verify all the listed entries for accuracy. You will help pick and choose each of the monthly themes, the articles that will be produced each month ensuring theme relevancy, adherence to our mission and always checking against social popularity to ensure the best results. You must ensure that we are always 2 months ahead with content production.

You are also responsible for social media. This means that you will produce fun, quirky, compelling copy to promote each of the articles, drive traffic to our web pages and get new subscribers. While not solely responsible for the social media conversations, it will be your responsibility to assist.

If you are interested in animal advocacy to help reduce the number of abandoned pets every year and want to promote responsible pet ownership this might be the right gig for you.

To be considered for this gig, email me your qualifications and tell me - why are you the right person for this?

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