

Content and Organic Growth Strategist

Description

JobGet is the Social Job Network for the Everyday Worker. Weâ??re the fastest-growing app for job seekers in the service industries. JobGet serves a massive and underserved population that traditionally has not been supported in growing their careers and financial well-being. We help people get jobs and want to make that process as frictionless and straightforward for as many people as possible. Weâ??re concentrated on providing the best experience, from job searching to community resources, financial support, and more. Our mission is to help the Everyday Workforce thrive, and we look forward to you joining us in building a social job network. Learn more about our culture here. Who We Are Weâ??ve designed our values to be more than just buzzwords; theyâ??re things we can do. We hope that our culture reflects our values by our commitment to living them every day. Make a Difference Every Day Teamwork - We make time to help colleagues across JobGet succeed. Excellence - We set ambitious targets, put in extraordinary effort, and persevere until we have accomplished â?? or exceeded â?? our goals. Innovation - Weâ??re a team of creative, outside-the-box thinkers who thrive in a continuously evolving environment. To us, innovation is about questioning the status quo and always striving to do things better. Have Unwavering Grit Resilience - By remaining resilient and adaptable, we grow stronger as individuals and as an organization. Accountability - We operate with an ownership mentality, where everyone feels a sense of responsibility to improve us and always act in the best interest of JobGet. Speed - We make decisions fast and execute them even faster. Bias for speed is one of our core strengths and a key advantage over our competitors. Grow Through Curiosity and Kindness Respect - We treat each other with mutual respect and kindness and celebrate our differences. Learning - We ask questions and seek to understand by being genuinely curious and communicative. Culture - We believe that each of us is responsible for our culture. It requires self-discipline and the drive to contribute to something greater than ourselves. What Youâ??ll Do JobGet is looking for someone who has experience in customer acquisition spend optimization by growing our organic/paid ratio. The ideal candidate will be responsible for investing in strategies that improve organic visibility. Producing valuable and engaging content that attracts and retains a larger organic audience. Utilizing social platforms to grow organic followers and engagement without relying heavily on paid promotions. Motivating users to create and share content, developing a recognizable and trusted brand that naturally attracts more organic attention and loyalty. Developing and implementing a compelling strategy to increase app downloads and engage job seekers in the service industry. This role involves collaborating with influencers, creating engaging content, and managing user-generated content (UGC). This is a 3 month part-time contract position with the potential to turn into a full-time contractor position and the potential to extend beyond the initial 3 months. The pay range for this role is \$30 - \$55 per hour. Key Responsibilities Strategy Development: Create a comprehensive strategy focused on increasing app downloads by leveraging organic growth. Identify both traditional and non-traditional channels where our target audience is highly active and are favorable for organic growth. Set clear channel goals, understanding how paid spend can influence organic growth, with a test & learn iterative process to achieve success. Identify key content themes and trends relevant to JobGetâ??s target audience. Develop a content calendar outlining planned posts, collaborations, and key campaign dates. Influencer Identification and Outreach: Research and identify TikTok influencers who align with JobGetâ??s brand and target audience. Develop and maintain a database of potential influencers for collaboration. Reach out to identified influencers, negotiate terms, and manage collaborations to ensure alignment with campaign goals.

Hiring organization

JobGet

Job Location

Boston, Massachusetts, United States

Base Salary

\$ 82500 - \$ 117500

Date posted

June 1, 2024

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Content Creation and Management: Collaborate with influencers to develop engaging content that aligns with the JG brand. Create original content, this might include making videos of yourself and simple gfx based content. Manage and curate user-generated content (UGC), ensuring high-quality and brand consistency. Post and schedule videos according to the content calendar, ensuring regular and timely uploads. Performance Tracking and Reporting: Monitor and analyze the performance of all content and influencer collaborations. Provide regular reports in a cross-company weekly meeting on key metrics such as engagement rates, follower growth, and app registrations. Use insights from performance data to refine your strategy. Who You Are You are data driven and understand the difference between vanity metrics and key performance indicators. You have spent time rapidly testing content on channels like TikTok, FB & Instagram and can share experiences exploring non-traditional channels. You have a track record of success and have case studies you can present in an interview. You have owned an acquisition budget & know how to model CAC, ROAS and ARPU to drive efficient growth and optimize marketing spend. You have previously worked to drive app registrations. You are active on social media and have created and featured in content. You have high attention to detail and design sensibility knowing how to follow a design guide and ensure content is on brand. You are innovative and creative – you love to come up with new ideas and think outside the box. At the interview stage, weâ??ll ask you to share some past work. Don't worryâ??they donâ??t have to be viral sensations, just enough to show off your skills and hands-on experience. Plus, if you pass the first round of interviews weâ??ll give you an assignment. Not because weâ??re fishing for free ideas, but because we want to see how your approach fits with our team. Can't wait to see what youâ??ve got! Benefits & Culture Remote-first work environment – WFH Flexible work hours High happiness & belonging employee ratings Awarded â??2022 Best Place to Workâ?? by INC. Magazine for exemplary manager effectiveness, perks, employee growth, and overall company culture Please mention the word **EXELLENT** and tag RMjE2LjI0NS4yMjEuOTE= when applying to show you read the job post completely (#RMjE2LjI0NS4yMjEuOTE=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

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