Social Media Content Creator for The Woobles

Location: Remote (US) with occasional travel
Type: Contract to hire

The Woobles is a fun, quirky brand with a lean team. With 1M+ subscribers on YouTube and a combined ~3M followers across platforms, we're looking for an experienced content creator who can use their goofy personality, can-do attitude, and creative expertise to brainstorm and execute content as a brand social media personality.

About The Woobles

The Woobles exists to show people it's never too late to learn a new skill. We teach complete beginners how to crochet by combining a physical kit with emerging ed-tech tools.

Our work is meaningful. Many of our customers turn to The Woobles to spark joy in their and their loved ones' lives. Since 2020, we've successfully helped over 1 million people experience *fiero* - the feeling you get when you accomplish something you once thought was impossible.

We're a healthy business. We have no investors and with that, comes freedom. Freedom to make choices that are best for our customers, employees, and business.

We're an unusually small team for our revenue, and we plan on keeping it that way. We're all about getting the job done with as little busy-work and meetings as possible. Our team is fully remote, spanning Wisconsin to China. So while we do a lot of our work asynchronously, we also know how to have a good time virtually anywhere ;)

We're on a rocket ship. We've seen unbelievable growth in our 5 years in business. Every day is a busy day, and the fast pace excites us. We've got ambitious goals to 1) make better products that make a significant impact on how millions of people see themselves, and 2) build a lasting brand that people more than love – that they *obsess* over.

About you

You're an all-around good human being. Life is short, and you want to be around people you like. You're kind, honest, and trustworthy. You want to work every day with positive, direct people who make you and your day better. No big egos allowed.

You value autonomy. You do your best when you're given lots of responsibility and independence. You thrive in ambiguity and enjoy making decisions. Lots of them. When you run into problems, you have the resourcefulness to solve it on your own, and the self-awareness to know when you need help. You're comfortable working remotely.

You care deeply about doing great work. You'll do whatever it takes to get things done. But you don't just settle at that. You're always looking for ways to break your own records the next time around. Your teammates know they can always count on you, just like you can count on them.

You eat feedback for breakfast. You're always looking for ways to improve (yourself, the process, the product, you name it), so you give and take feedback with equal grace.

You've got a sense of humor. Because have you seen what we make? You're an emoji connoisseur and appreciate the art of well-timed GIFs. You want to work somewhere where a sentence like this is 100% relevant: "There's 3 dinos on this one but I think it's OK because one is riding a turtle."

You're thoughtful and detail-oriented. You gather as much context as possible – from business to manufacturing constraints – so you can propose creative, on-point solutions no matter your role!

But also fast. We launch anywhere from 3-10 products a month. You understand that one day's delay can cause much longer than one day's delay in the overall launch process, given that we're manufacturing a physical product with teammates all over the world. You turnaround revisions quickly without compromising quality.

The role

You're a seasoned content creator. Your experience and expertise go beyond copy and paste, run-of-the-mill content. Whether it's through building your own or brands' profiles, you have a track record that proves your ability to ideate, plan, film, and edit **original story-telling** short-form video content.

> **QUALIFICATION:** You have a strong personal or brand social media platform or work that proves your short-form content creation experience and expertise.

You can play the part. You're willing and eager to tailor your creator personality, wardrobe, and location to become a living representation of our brand. After looking at our profile, you're confident **you can adapt your creator environment and vibe** to seamlessly blend in with the bright, simple, quirky, colorful, and approachable energy and atmosphere our social presence conveys.

> **QUALIFICATION:** You have access to a location you can make into a woobly filming set. The location is either naturally well-lit or has enough space to accommodate large lights and softboxes.

You're crafty. You know how to crochet or you're confident you can QUICKLY learn. Creating with your hands all day sounds like a dream and you're totally okay with Woobles and crochet notions taking over your life.

> **QUALIFICATION:** You're a fast crocheter, preferably comfortable with freehand crochet. If you don't know how to crochet, you've quickly learned similar skills that make you confident you could pick it up fast.

You're socially savvy. You love discovering, understanding, and using social nuances to best relate to and communicate with different people groups. You know what levers to pull to get reactions out of people and you can quickly figure out how to connect with anyone from any walk of life.

You thrive on chaos. You're happiest when you're flying by the seat of your pants. You search for solutions before asking for answers. You book the flights, talk to strangers, and laugh at embarrassment. You have no shame— and secretly love it when you have no idea what you're doing.

Interested?

Submit links to any personal or brand* social media pages you've created content for AND a Loom video (see details below) to jobs@thewoobles.com with the subject line: "APPLICATION: Social Media Content Creator".

- In your Loom video, please tell us two things:
  1. The most important elements of story-telling driven short-form video content.
  2. A joke.

*If providing a brand account link, please indicate exactly which pieces you worked on and what parts of the content creation process you were involved in.