

(No longer hiring)

Role - Content Growth PM - Starter Story

Who we are:

[Starter Story](#) is a digital media startup dedicated to helping people start their own business, side hustle, or new career. We've [inspired millions of readers](#) to start their own business.

2020 initiated the beginning of a new wave of millions of new entrepreneurs, and over the next 10 years, more businesses will be created than ever before. Our goal is to inspire 1B new entrepreneurs by 2025, with our content and products.

Over the years, we have built Starter Story to 1.4M+ monthly readers and a 200K+ email list. We did it all bootstrapped, no paid ads, 100% organic, and a lean team.

About this role

We are looking to bring on a team member who can lead our content growth efforts.

You will be leading projects with the goal of (1) improving our content (making it [10x content](#)) and (2) growing our traffic and reach through SEO.

You will be leading a small team of freelancers, delegating tasks, providing feedback, and helping them grow as writers.

This role would be comparable to a Product Manager role, where you have access to resources like writers, freelancers, and developers, and your main priority is to plan and execute projects rapidly, pivoting and changing direction based on data, AB tests, and more.

You will spend a lot of time thinking, planning, and writing (we have a [writing culture](#)).

You will spend even more time executing and delegating and moving projects forward at a super fast pace.

You will work closely with the founders on all projects, as content is our #1 focus of the business.

Who You Are

You are someone who is obsessed with websites, content marketing, and SEO. You are eager to learn and sharpen these skills, and work on the most cutting edge.

You are curious, by nature.

You are excited about a challenge, and you're willing to work hard and with deep focus to achieve results. You're excited about learning at a rapid pace, faster than most traditional jobs.

You get excited about working on projects with a lot of 'unknown' and you're OK with failing (a lot).

You like to have a flexible work schedule, and you like the idea of working on a team that is mostly [async](#).

Other than a couple of meetings a week, you work at your own pace on your own time and enjoy that kind of autonomy.

Formal education or experience is not nearly as important as an unquenchable thirst to learn.

Perks

- **Competitive salary**
- **Quarterly bonus** based on company success
- **Fully remote** - Work from anywhere around the world.
- **Flexible hours** - Work when you want, as long as you get your work done and meet your objectives.
- Minimal meetings. No micromanagement.

If interested, please send your info to pwalls@starterstory.com.