

PINTEREST MANAGER

Summary

We're looking for an **independent contractor** for this **Pinterest Manager Role** to **manage content across Pinterest based on our goals and objectives to keep Ivory Mix LLC growing.**

We're a growing company with a mission to help content creators, online course creators, and coaches work smarter, not harder. We want our audience to get visible online and start earning a full-time income with organic content marketing, batching content, and having signature offer funnels.

You must absolutely love freelancing and content marketing to be a good fit for this position.

If you're **hardworking, have a passion for content, data-driven strategies, providing quality rave-worthy content, and are highly organized**, then this position is for you!

If this is not your dream job, please do not apply.

Job description

- We have longer form content released weekly, a coaching program and a membership that is always open for enrollment. We have new membership content released twice a month. Your job will be to repurpose our content into various types across Pinterest.
- You will create content based on our goals and objectives to keep Ivory Mix LLC growing with leads to the blog, youtube videos, lead magnet and sales of the membership or coaching program.
- You will publish content onto Pinterest and will use our Tailwind scheduler, Tailwind Smart Loops, and Tailwind Communities to do this.
- You will monitor and maintain our Tailwind account to optimize performance of our content and our account
- You will track analytics to ascertain and report back content engagement levels and if we are reaching goals. You will create a monthly performance report after reviewing analytics and key performance metrics. The goal is to identify what's working, what's not, provide suggestions and areas for improvement to help us with growth goals.
- You will manage and access files related to your work in Asana, Airtable and Google Drive. Communication is via email/slack.
- You will meet with the CEO or OBM once a month for 60 minutes to go over your reports, coordinate future content, and strategize any growth objectives. (1 hour)

This is a part time, freelance position.

[APPLY](#)

Skills and Abilities

- Our content is about marketing on Instagram, Pinterest, YouTube, and online sales strategies. Having an understanding of these things really helps.
- Be an expert Tailwind user
- Comfortable with Canva and with graphic design on that platform
- Deliver creative content (text, image and video)
- Be up to date with current trends on social media
- Excellent organizational skills to work independently and manage projects
- At least two (2) years of digital marketing and content creation experience.
- An analytical mind and interest in using data to optimize and scale our content marketing strategies and tactics
- Access to high-speed internet for downloading, uploading, and monthly meetings
- Quality work and attention to detail is important. Proofreading, proper spelling, grammar, and punctuation as well as creating great looking content that is savable and shareable.
- Resourceful when it comes to locating information and research to complete a project
- Ability to generate and pitch ideas and areas of improvement

Application Instructions

We will likely get 50+ resumes for this role and we just don't have time to interview every candidate, so make this stand out!

1. Fill out our Application Form. Attach your cover letter and resume with minimum compensation requirements. Just be straight forward and tell us what you need to make/what your contract rates are - this saves us all time and lets us know if you are the kind of straight shooter we like to work with.
2. Include a link to a video on why you are the best person for this job. The video is optional, but highly recommended.

[APPLY](#)

About our company

Ivory Mix LLC was started by the CEO, Kayla Butler, in 2015 as a stock photography membership website. Within 2 years, Ivory Mix rose to one of the top resources and search results for stock photography for female entrepreneurs. Ivory Mix is all about the organic content and as a result, we've grown our community to over 60k followers across platforms like Instagram, YouTube, and Pinterest. Since 2019, we expanded our signature stock photography membership to include additional resources, including graphic templates and the new Audience Growth Academy courses. To help our members turn followers into dollars, Ivory Mix launched the Level-Up Launch Accelerator/coaching program in 2020 to help small business owners develop and launch successful signature offers and evergreen funnels.

What's it like working with us?

- We are a 100% remote company and take work two things very seriously. Work Autonomy and batching. We batch content ahead of time so we can enjoy more freedom and fun in our schedule.
- So that we can remain 100% remote and make our own schedules, we value trust, respect, dependability and integrity at all times.
- This means you get to work from home 100% of the time, which means no commute, more free time, and a cozier life!
- Create your own schedule to meet our goals, and shape your work environment to your own schedule so you can perform to the best of your ability
- We believe you know what's best for your work schedule and self care.