



## Job Description and Title: *Content and Media Director*

Farmstead Meatsmith is announcing a highly unique position to package and make visible our operation, inspiring others to *build their home culture around the harvest*.

In 8 years we've grown a 15,000+ loyal following, and the time is ripe for capitalizing on this following, growing it, and offering unique educational opportunities through the digital arts to spread our meatsmith message, equipping 10's of thousands to do what we do.

The person in this position will work closely with Brandon in a farm, butcher shop and abattoir environment. They will be growing our current platforms (Facebook, Instagram, MailChimp newsletter, YouTube and Patreon pages & iTunes Podcast) to share our methods and mission to people all over the English-speaking world. *The end goal of this growth will be to funnel a wider audience to our membership program.*

The Meatsmith brand needs a highly 1) creative 2) organized & 3) focused worker, who is also 4) enthusiastic about our message and able to deliver our education and story in a beautiful *and* winsome way, taking our operation to the next level in livestock processing and butchery education. We are already a leader in this industry. Help us reach the many communities still searching for the right chicken slaughter films, tool guides and salami "how-to's". There are 100's of thousands of them the world over.

### Primary personality attributes:

- ❖ Creative and open to new ways of communicating beauty congruent with our mission; we believe the medium is the message
- ❖ A problem solver and continual learner; can learn new systems & tools
- ❖ Hustle is expected, even when up against road-blocks
- ❖ Demonstrates time- and project-management skills, including the ability to meet multiple deadlines and maintain a high level of organization and quality. Ability to adapt to changing and evolving organization, project, and team needs and priorities
- ❖ Ability to work off-site in a self-directed and -motivated way

### Secondary personality attributes:

- ❖ Family. You will be invited into our family and work team. We need someone who is comfortable with the chaos of small children and who approaches them with gentleness and patience.
- ❖ Technician, or not shy of attempting technical solutions without our immediate oversight (website, video/audio, included)

### Essential qualifications and skills:

- ❖ BA required; preferably in a field related to journalism, graphic design, film-making or marketing
- ❖ 3-5 years of professional digital and social media experience.



- ❖ Exceptional creative digital communications skills, with a strong track record in developing and continuing to evolve web sites and other digital communications platforms and activities
- ❖ Excellent written and verbal communications skills
- ❖ Working knowledge of a DSLR camera and proficiency in professional audio/video/photo editing technology. Owning a fine camera for use on the job is a must. Do not make technical needs a deal-breaker; we will make sure you are equipped according to your expert needs.
- ❖ Wordpress proficiency or solid introduction
- ❖ Word proficiency
- ❖ Facebook, Instagram proficiency
- ❖ YouTube, MailChimp familiarity
- ❖ Familiarity with graphic design tools like InDesign, content-management software, web development and publishing software like Adobe Creative Suite; can learn more on the job.
- ❖ SEO/Analytics a plus; coding abilities a plus
- ❖ Accomplished photographer and will be able to capture content both staged and on-the-fly, organizing it and publishing it on our platforms

### Responsibilities/Deliverables:

- ❖ With Brandon and Lauren, develop production schedule for podcast, films, newsletter, Membership content & FB/Instagram systems and timelines. Will include:
  - Film or over-see/produce/direct/aid (this will be nailed down within a month of your being hired) a hired film-maker in filming regular weekly and monthly educational short films.
  - Daily posting on Instagram, plus some management
  - Daily posting on Facebook, plus some management
  - Weekly Newsletters to our members
  - Weekly Newsletters to our wider audience
  - Monthly photo library asset inputs for all media uses
  - Monthly membership content editing and posting.
  - Creating YouTube excerpts of our podcast material for shorter, click-friendly clips
- ❖ Research and book interviews for Brandon on big podcasts, talk-shows, etc. then let the world know about them.
- ❖ Strategize and execute campaigns to increase followers on Instagram, Facebook, YouTube and Mailchimp. Convert followers to patrons (Patreon) and members (website).
- ❖ Monitor membership forums and paste big idea content on our Facebook group there; essentially archiving the most important conversations and contributions of Brandon there.
- ❖ Analyze web, email, and social media metrics and prepares metric updates every 90 days
- ❖ Professional-development. We will ensure you have time each week to research new social media tools that will enhance both your knowledge-base and equipment on the job.
- ❖ Research new advertising streams (Google Ads, affiliates, sponsorships, other ideas?)

### Compensation, Location & Terms:

- ❖ 3 month trial period
- ❖ 1.5 year minimum commitment from employee after 3 month trial period
- ❖ Bi-Weekly creative sessions and team updates



- ❖ Tuesdays/Thursdays on-site, plus occasional Wednesdays/Fridays as needed. The rest of the time can be spent at home or other office settings of choice. 40 hrs/week+ anticipated and expected.
- ❖ \$2,500/month starting base salary, cash. To be grown to up to \$5,500/mo over multiple years directly correlated to membership growth (sooner with fast success); plus commission on subscription growth as outlined in signing contract (to be detailed later).
- ❖ \$500 signing bonus (for completing our list of application tasks), to receive after first 2 weeks of trial period, along with first check
- ❖ We can also purchase for you the necessary equipment you recommend, if you are not already fully equipped to do the job we require. This can be taken out of your base salary as an advance.
- ❖ Benefits: iPhone plan if not already on one, two weeks paid time off/yr, skill/professional development budget (up to \$1,000/yr.), wellness budget (health classes, gym-membership, chiropractic/massage, etc., up to \$1,000/yr)
- ❖ Perks: access to shop kitchen, parking, lunches 1 time/week with family, work space in our butcher shop or other private building on site (not yet built out).

### Application Content and Instruction:

- ❖ Please arrange a list of links (or other format as need be) for us to view a portfolio of your work and style. We want to view:
  - Your photographic collection (anywhere from 12 - 35 photos, or more if on a website)
  - Films you've created (long or short form; 3-5 would be best)
  - Any Instagram or Facebook accounts you've managed, including personal pages
  - 2-3 writing samples plus any blogs/websites you've managed
  - Any other relevant social media management work or projects
- ❖ A cover letter explaining why you would be best for this job.
- ❖ Copy of personality profile, taken here: <https://www.understandmyself.com>
- ❖ Resume, of your design
- ❖ Filled out application (separate document)
- ❖ Email all content to [lauren@farmsteadmeatsmith.com](mailto:lauren@farmsteadmeatsmith.com); a call back can be expected within 1 week for a Skype interview.