



Social Selling Position

Kelly Roach International

Kelly Roach International is seeking to add its next superstar to our rapidly growing team! Our expectations are that this person has fun and is social, is excited to bring their creative gene to work, brings innovative ideas to the table, and is responsible and reliable for quick turnaround times on short projects during the business week. Projects should take 24-48 hours to complete. Clear communication is a must via all mediums of communication whether it's email, phone, or text messages.

If you are looking for a dynamic role with a rapid growth company and want a career in the creative online space send your portfolio and examples of your work.

Weekly job functions include, but are not limited to:

- Complete the *15 Seconds to Sell* course and follow our story creation and delivery formula
- Create **daily stories** utilizing all available functions in instagrams story platform -2 stories per day
- Get on team calls minimum of 2x per week to review current company happenings and to understand what to focus stories on for the week
- Update link in bio each week based on what we are promoting or driving traffic to
- Load, edit, and arrange instagram pictures in pre-planning tool called planoly (caption images and send to Kelly for approval)
- Make sure the pictures are properly sized and formatted to ensure they are enabled for auto-posting
- Take all content sent from media appearances and turn them into stories, feed posts, etc.
- Upload new 2 minute tip videos and podcast videos into IGTV with proper formatting, tagged and optimized.
- Ensure 2 new pieces of content are uploaded to IGTV each week (KR is adding KO to Team Facebook group which is where the new 2 minute tip video will be stored each week. Download video from Facebook and upload to IGTV each Monday. Write description and call to action.).
- Make sure all new pictures are stored correctly in photo gallery
- Message all new followers each day and welcome them to our community and encourage them to listen to our podcast and to join the free facebook group
- Add minimum of 10 new followers per day to email list and facebook group
- Send 200 follow-up messages per day to engage current followers following our messaging strategy



- Engage with 100 other accounts each day of people that you want to pay attention to what we are doing
- Meet with Kelly once a week in town or at align space to film stories and capture new photography for instagram

About Kelly Roach International

Kelly Roach is known as THE BUSINESS CATALYST, helping elite business owners become game changers in their field and achieve million dollar + breakthroughs in their business.

As a former Fortune 500 executive who built and led record-breaking teams in 17 locations around the US, Kelly's programs and consulting encompass billion dollar corporate strategies combined with the speed and agility of the most powerful online strategies of today.

Kelly is a featured expert on ABC, NBC, Good Day, the CW and in some of the world's leading publications such as Inc. and Forbes where she shares the principles of her best-selling books and top podcast, Unstoppable Success Radio.

Kelly is committed to ongoing philanthropic work to bring clean drinking water to those who do not have access and is the co-founder of Give Her Courage, a movement to instill courage and confidence in the girls of our future from the start.