



Influencer Marketing & PR Lead:

The Unstoppable Entrepreneur, one of the nation's leading business growth firms, is seeking to add a new addition to its marketing team who is obsessed with social media, influencer marketing, and PR/media to support brand growth and visibility.

Do you have a desire to be a leader in the online marketing and media space in a company that moves fast and aims to remain a trailblazer in the market? Are you looking for a team of all-starts that will be there to push, encourage, and support you along the way. You have found your dream job.

The ability to spot and create opportunities for exposure, online and offline, is the key element in this role. To drive brand awareness, this person must understand and execute upon the balance of 'celebrity association' within our niche and beyond while also understanding the importance of 'traditional' media placements, such as television and radio.

This person will work closely with the Marketing Director and Communications Director, as well as the entire Marketing Team.

Weekly job functions include, but are not limited to:

- Identifying, pitching, and creating collaborations with key influencers and 'celebrities' in our space for things like IG Live Interviews, Podcast Interviews, Youtube Live interviews, online publications, etc
- Weekly pitching for television segments on major media outlets
- Maintaining professional relationships with all media contacts and collaborations for future partnerships and opportunities
- 'Scanning the landscape' with Marketing Director + Communication Director to create of-the-moment pitches and opportunities
- Managing and growing online reviews (Facebook, Google) of our company and our books to maintain positioning and relevance in the market

This person will also be a part of campaigns such as book launches, photoshoots (direction and planning), etc. that will arise in the company. We are a dynamic, innovative company and are looking for someone who enjoys working on multiple campaigns and is excited about working behind-the-scenes at a globally recognized brand.

Success in this role is measured by:

- Booking 1 'celebrity' guest per month on our podcast
- Booking Kelly onto 4 podcasts per month
- Booking one major media outlet appearance per quarter (4 per year)
- Regular virtual guest appearances on relevant accounts/virtual interview opportunities (frequency will vary)



- Increased engagement on our Instagram account to flow into other social media accounts as well
- Five new reviews per week about the company
- Five new reviews per week about our books
- Five new reviews per week on our podcast
- Increased viewership and engagement on our Simulcast (in conjunction with Marketing Team)
- Securing brand sponsorships for the company and campaigns

If you are looking for a dynamic role with a rapid growth company and want a career in the creative online space send your resume to karla@kellyroachcoaching.com. In addition to that, please also include an introductory video:

*Please record and send us an Introductory VIDEO of yourself. Video files, YouTube links or Vimeo links will be accepted. The video should be brief/under five minutes and should include the following:

- (1) What interests you about the role and responsibilities.
- (2) Traits or skills you have that are in accordance with the role.
- (3) Challenges you think may accompany the role.
- (4) Please share anything else you would like us to know about you.



About Kelly Roach International

Kelly Roach is a highly sought after business growth strategist who helps small business owners and entrepreneurs add six and seven figures to their bottom line. She is the host of the top rated podcast Unstoppable Success Radio and an International best-selling author.

Before launching her own international consulting firm, Kelly was a Fortune 500 Executive where she was promoted 7 times in 8 years. Kelly's expertise in working with organizations lies in helping drive innovation, leadership development, sales strategy and profitable growth.

She has been featured in *Inc*, *Forbes*, *Bloomberg Businessweek*, *Entrepreneur On Fire*, *ABC*, *Good Day*, *NBC*, *The CW*, *The Jill Kargman Show*, and hundreds of podcasts. Learn more at www.kellyroachcoaching.com

Kelly is also the co-founder of Give Her Courage, a movement to instill courage and confidence in young girls all around the world. You can find out more about the Give Her Courage movement on Instagram @givehercourage or on their website at www.givehercourage