

THE UNSTOPPABLE ENTREPRENEUR

The Unstoppable Entrepreneur is seeking its next superstar to join our growing marketing team! In the Platform Manager position, this individual will be responsible for increased follower growth, increased engagement, and increased conversion across social media platforms.

This individual will report directly to our Marketing Director and collaborate with our creative team to drive the above objectives.

Your purpose in this role is to lead The Unstoppable Entrepreneur and any subsidiary associated with Kelly Roach to become peerless in the business advisory space, as well as become a globally recognized brand. You will leverage the strengths of the marketing team to get the content style needed to drive growth of your platforms.

Responsibilities include but are not limited to:

- Content strategy for all social media platforms as assigned
- Daily engagement on platforms to engage and lead market discussions to further nurture our online audience
- Work with PR lead on influencer campaigns
- Studying analytics, and making creative and content solutions based on data
- Provide coaching to clients on one weekly call and answer client questions in FB group
- Funnel leads into company-wide conversion events and convert into paying clients
- Directing weekly content creation needs to creative team (leading ideation and direction)

Success in this role is measured by:

- Platform growth by 1,000 followers per month (organic + collaborations, influencer marketing, viral posts)
- Increased engagement each month (quality of engagement will also be reviewed to ensure we are growing a targeted audience)
- Platform growth that supports each platform's sales rep to close more sales through social media
- Hitting sales goals during company wide launch events
- Creating content consistent with current level of brand and where brand is headed
- Balance of business strategy and personal brand

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A key responsibility in this role will be a close eye to each platform's analytics and reviewing content performance so we can maximize what is effective. This data will be audited and reported to the Marketing Director by Platform Manager weekly and monthly.

This role will be salaried (to be discussed) and have a bonus compensation plan tied to meeting and exceeding performance expectations.

Ideal candidates live and breathe social media, are energized by social engagement and understand how to "stop the scroll" on social. In addition, this person can be on stories daily along with the platform's sales rep to balance our branded content with in-the-moment, relevant conversations.

Want to become the newest member of our *DreamTeam*? Submit your resume and a 5 minute entry video to karla@kellyroachcoaching.com

*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 do you have that are in accordance with the role.
- (3) Challenges you think may accompany the role.
- (4) Your personal objectives and how you will utilize this opportunity to achieve them.
- (5) Please share anything else you would like us to know about you.

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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.