

## **OPEN POSITION: COPYWRITER & CONTENT MANAGER**

### **BILL BAREN COACHING**

#### **ABOUT US**

Bill Baren Coaching (<http://www.billbaren.com>) is a company that serves intelligent and conscious entrepreneurs who find that time, money or energy is missing from their work/life mix. We help business owners create a business that is financially successful and that makes a positive impact in the world. Since 2001, we have coached thousands of entrepreneurs, business owners and executives to success and prosperity.

Our company has produced many successful coaching and training programs including the Time Mastery Program, the Big Shift Experience, the Know Like Trust Factor Telesummit, the Coaching Niche Telesummit, Client Mastery Blueprint, List Building Essentials, Teleseminar Enrollment System, the Big Shift Coaching Program, and the Master of Enrollment training program.

We are poised for the next stage of growth and we are looking for the right person – a brilliant copywriter! – to join our team to be part of our expanding reach and impact.

#### **ABOUT THE POSITION: COPYWRITER & CONTENT MANAGER**

**Our ideal candidate is first and foremost an experienced, results-oriented copywriter who is passionate about writing email copy** (for our audience of over 30,000 newsletter subscribers) that captivates our audience AND creates sales and revenue for our business. You must love writing, and regularly producing copy and content our audience will love too.

This person will also be a strategist who produces and manages results-oriented online email campaigns that will grow our coaching business.

In addition, this person will create and manage content for our diverse content channels that include our Facebook page, video marketing, blog, podcasts etc. You'll be responsible for creating compelling content that builds our audience and attract more clients to our world.

Our ideal candidate loves writing about topics that educate and inspire small business owners, and you should have a fair amount of small business savvy and knowledge yourself.

This role is a great opportunity for someone looking to play a strong leadership role in a growing business by writing copy & content and driving email strategy & email campaigns. This person must be comfortable creating a strategic vision that leads our team forward and managing multiple outside marketing vendors.

We are filling this position very soon, so please contact us today if this opportunity strongly resonates with you.

#### **LET'S TALK ABOUT YOU**

- Are you excited about using your copywriting super powers to contribute to making a positive difference in the world (rather than just marketing another widget)?

- Are you passionate about online marketing and creating high-quality marketing and content campaigns that yield results?
- Are you committed to growing personally?
- Are you looking for a positive working environment with an organization on mission?

If you said YES to the questions above, then you're probably a good fit to join our team - which is made up of positive, inspiring, talented, and caring people, who have united to help conscious business owners around the world become financially successful while making a positive impact in the lives of others.

If you want to be a part of our team, here's who you need to be:

- You are deeply passionate about making a powerfully positive difference in the world
- You are a talented writer who is motivated to create high-impact content and marketing campaigns that get results (because that's your passion)
- \* You are completely open (and excited) to learn new skills, be bold, and explore new marketing territories and online content channels – while utilizing your significant writing and marketing experience.
- \* You can pull all the necessary and concrete ideas and market knowledge out of our fast moving, creative team and turn them into tangible copy and content.

Let's check in. . . .You still with us?

Then let's get into the mission at hand:

We are a premier global authority for teaching entrepreneurs with a message, mission, or service how to grow their business and get their message out to the world. Our company is on track to double the number of clients we serve in 2014. As you can tell, we're moving fast (and making a huge impact in the process).

We need someone who can step in and lead the creation of world-class copy and content to take us to our next level of success. Calling you a copywriter doesn't really do you justice, because this role is much more significant (and fun) than the title belies.

## **SPECIFIC RESPONSIBILITIES**

The key objectives of the Copywriter are

- (1) Write compelling email copy and design email campaigns that engage the subscribers on our email list, providing them high value free content as well as highly attractive offers. Extra emphasis on content that is highly engaging and viral.
- (2) Be completely responsible for generating revenue through email campaigns you're creating and managing. You have proven experience in creating direct response email marketing campaigns that bring in measurable ROI.
- (3) Write and produce content for our marketing platform that ranges from a newsletter to podcasts, from videos to our blog and Facebook. You'll be directly responsible for growing our audience, creating engagement, and generating new sales.
- (4) Be deeply involved in generating creative ideas for engaging our audience and clients, by being extremely familiar with our audience and their needs and challenges.

Additional Responsibilities include:

- Develop and oversee the effective planning and execution of content creation and marketing campaigns to ensure quality, accuracy and timeliness of all content publishing
- Must be able to develop clear strategic content plan and lead a team in accomplishing that vision. Must be self motivated and driven.
- Hire and manage outside vendors for marketing campaign creation (e.g. web designers, graphic designers, etc.)
- Conduct market research and come back with your clear recommendations
- Discovering new opportunities to grow our business by coming up with creative content and product ideas

### **REQUIRED QUALIFICATIONS**

- 5+ years experience as copywriter, with a proven track record of writing email that yield measurable results. You have a portfolio of writing to share with us.
- Outstanding copy-writing skills. Talented at creating compelling articles, ads, and sales copy.
- Strong experience in list management and conversion, who can show us their track record of measurable results.
- Skilled user of technology such as Google Analytics, split-testing, Infusionsoft (or other CRM software), online shopping carts, WordPress, YouTube channels, project management tools, basic HTML
- Being proactive is a requirement for this role; you are self-directed with a strong drive to get things done. You must be willing to lead, take initiative, and make decisions.
- Demonstrate the highest degree of reliability and integrity
- Analytical approach to driving business growth. You make decisions based tracking results and testing
- Be able to work full time in our downtown Oakland location next to 12 St Oakland BART station.

### **COMPENSATION FOR BEING PART OF OUR TEAM**

1. Excellent compensation based on your experience
2. Three weeks of paid time off per year
3. A team that is low-politics with a good sense of humor, hard-working, super smart and engaged
4. A founder and products that are highly respected in the industry. It's much easier to market for a company that has an excellent reputation and long-time clients who are raving fans.

5. The two founders are highly experienced in marketing and copywriting, so you'll be joining a crack team of marketers that will collaborate with you on developing highly creative and innovative marketing. You'll be creating content with some of the best in the business. The two founders have consistently created highly successful email campaigns, videos, and sales letters that both connect AND attract clients.

This is a 40 hours/week role requiring a long-term commitment with availability Monday to Friday during regular business hours (9am to 6pm). We also ask that our employees commit to a learning agenda of their own outside of work to continue to sharpen their skills. Work on evenings and weekends will be required from time-to-time in order to meet deadlines, but is not expected as a standard for this role.

Anticipated start date is in January 2014.

Successful applicants must undergo reference checks.

### **TO APPLY**

Please visit [www.billbaren.com](http://www.billbaren.com) and [www.bigshiftexperience.com](http://www.bigshiftexperience.com) to learn more about our business, and then:

1. Email a thoughtful cover letter in the body of the email to [wecare@billbaren.com](mailto:wecare@billbaren.com):
  - a) Briefly summarize your qualifications and why you think you'd be great for this position
  - b) Why working for our company appeals to you
  - c) Submit examples of your writing and explain the tangible results generated (measurable results speak louder than words, here's a chance for you to show your stuff)
  - c) Any specific, experience, training or skill sets you have that you think would be extra valuable for this position
  - d) In the beginning of the email, please include your full name, your complete mailing address, your phone number and email address.
2. The subject line of your email application should read: COPYWRITER & CONTENT MANAGER - your full name
3. Attach a relevant resume as a pdf document

If you just send a generic resume without answering the questions above, we won't respond.

We will review submissions and schedule a time for follow up with applicants we wish to interview.

We appreciate your time and thoughtful response, and we'll be in touch with soon if it looks like there could be a match!