## Virtual/Administrative Assistance Invite-Only

Hi there!

If you're reading this it's because we've liked your Upwork profile and have invited you to apply for this role.

We're looking for a proactive Virtual Assistant to work closely with us, overseeing and ensuring the completion of various tasks within a growing digital marketing company.

The Role - Most of your work will revolve around the following:

- Collecting information for and emailing a Weekly Update to all clients

- Monitoring and managing our Helpdesk (assigning tasks, following them up / replying to clients as needed) - we use Helpscout for this

- Sending a Monthly Report Update to all clients

- Onboarding Follow Up (seeking any information we're waiting on from a client, eg logos or images)

- Monday / Project Management Follow Up (checking in on our Monday boards and ensuring nothing is missed)

- Facebook Ads Comment Moderation (deleting negative comments, responding to questions etc)

- Inviting People to Like a page from Facebook Ads

- Video Captioning (we use software called Trint to create .srt files quickly)

- Writing up instructions for how to do common tasks for our client FAQ docs (eg working in Facebook Business Manager) - Bonus if you can record a screencast of this as well

- Various other tasks as they come up

Other possible expanded roles as required:

- General Admin tasks (Eg. Invoice creation and followup)

- Following up on outstanding activities and providing the team with clear updates (project management)

- Taking a variety of tasks off our hands (such as research, uploading videos to content sites etc)

- Presentation, proposal and document preparation

- Basic Social Media Management Tasks (eg posting updates to FB, Insta, YT, Linkedin using supplied content)

We are initially looking for approximately 10-20 hours per week with more hours available for the right person

We use tools such as Slack, Monday, Facebook Business Manager, Clickfunnels, Active Campaign, Google Drive (incl their document suite), Xero, Helpscout and more. Training will be provided, however experience with any of these is an advantage.

A little about us:

- We're a fast growing digital marketing company that works with some of Australia's leading businesses in their respective industries

- Our clients have been on the cover of Money Magazine, featured in others such as Your Investment Property, interviewed by Sky Business, The Today Show (in the USA), Brian Tracy and William Shatner, partnered with a big 4 bank, spoken on stage with, Tony Robbins, Robert and Kim Kiyosaki, Gary V and Grant Cardone...and even spoken at the United Nations

- We are currently a core team of 3 (soon to be 4 ;) ), based on the Gold Coast and Adelaide in Australia and also Eastern Europe

- We believe in quality above quantity (results, clients, people)

- We believe in attitude over skills (can always teach skills, can't teach attitude)

- Our core offering is Facebook, Instagram and Youtube Advertising, Sales Funnels and Webinars

- We like to learn and have fun (and hopefully so do you!)

We will provide clear communication as to what is required and work closely with you to ensure you're fully informed so we all get the best possible results.

Please reply with 'Beach' when responding to this position :)

We will follow up with a Zoom call to ask some additional questions and then answer any questions you may have to ensure suitability.

We're looking for someone to start asap and grow with us, this is a long term role for the right person.

We're looking forward to hearing back from you!

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The Role - Most of your work will revolve around the following:

- Managing Comments on Facebook Ads

- Inviting Facebook Engagers to like the page

- Updating key metrics in a spreadsheet daily (from Ads and Organic post engagement)

- Collecting and preparing information for monthly reports

- Scheduling / Posting supplied content across several social media channels (Facebook, Instagram, Youtube and Linkedin) and clients

- Other general admin tasks as required (eg adding tracking codes to websites or assisting with small tasks)

Other possible expanded task for the right person:

- Setting up Facebook Ad campaigns as directed (we will show you what to do and provide everything required)

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## Graphic Design Invite-Only

Hi there!

If you're reading this it's because we've liked your Upwork profile and have invited you to apply for this role.

We're looking for a graphic designer to make the creative we need for Facebook and Instagram ads, Youtube video thumbnails, PDF Guides, sales pages and more (essentially being our go to designer for projects that come up)

The Role - Most of your work will revolve around the following:

- Creating scroll stopping images for Facebook and Instagram advertising

- Creating Youtube video thumbnails

- Creating banners for Google Display advertising

- Creating any other social media graphics as required

- Designing engaging guides / reports / other downloadable resources from the copy provided

- Designing landing pages and sales pages (including sourcing and using custom graphics as required) (and some website design on occasion)

- Designing eye catching video 'top and bottoms' (not sure what the proper name is but the bars at the top and bottom of videos where text and captions can be)

We have a very steady stream of design work coming through for our clients (and our own business)

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## Copywriting Invite-Only

Hi there!

If you're reading this it's because we've liked your Upwork profile and have invited you to apply for this role.

We're looking for a copywriter to work closely with us, writing copy across a variety of formats and industries that moves people towards the desired outcome.

We have a number of structures and frameworks to follow and use (as well as training from some world class copywriters), and your role will be developing the best copy angles to use within these proven frameworks

The Role - most of the copy you write will revolve around the following:

- Facebook Ad copy

- Sales Page copy

- Funnel Page copy (for lead magnets - eg landing page, thank you page, one time offer pitch etc)

- Follow up email sequences

- Compelling and valuable content pieces (eg blogs, social posts, guide content)

- Quick / Minor projects such as improving existing headlines etc

BONUS but not required expanded work as needed:

- Video Sales Letter scripts (we have templates/structures to work from if required)

- Youtube Ad Video Scripts (we have templates / structures as well)

- Webinar scripts (we have templates/structures to work from if required)

- Free Video Series scripts

We expect you to know your craft, however we also have a variety of courses that we've purchased if you need to sharpen your skills or refresh your knowledge in a certain area to help you produce high quality copy (eg VSL templates, FB ads etc)

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## Video Editing/Post-Production Invite-Only

Hi there!

If you're reading this it's because we've liked your Upwork profile and have invited you to apply for this role.

We're looking for a video editor to cut and do minor post production primarily for Facebook / Instagram / Youtube ads and sales / training videos.

The Role - Most of your work will revolve around the following:

- Adding text top and bottom to videos suitable for Facebook / Instagram ads (Video Headline on top, captions in the video on the bottom and a progress bar). Not required but it would be beneficial if you are able to decide on the text for the top of the video

- Adding lower thirds and graphics to the video as required

- Cutting raw videos together for marketing and training (we'll supply the footage with mistakes, outtakes etc and you will combine all of the takes into a single, clear video - we mark the good takes as well to help with this). Also adding in any relevant B roll where needed

- Minor post (colour correction and ensuring audio is clean and high quality)

- BONUS: If you're able to create animated video intro / outro's it would be great!

- BONUS: If you're also able to source and add suitable music to videos this would help a lot

- Video formats will vary, though we record our screen-captures with Screenflow so we will need you to be able to edit these

Main videos required to be edited:

- Long form content for Youtube and Facebook (cutting mistakes out and adding b-roll etc)

- Instagram Ads (Text top and bottom, captions and progress bar - maybe SOME text on video too)

- Facebook Ads (Text top and bottom, captions and progress bar - maybe SOME text on video too)

- Short clips made up of several images put together (I don't know what it's called sorry)

- Adding lower thirds and other graphics as required

- Screen recordings (using Screenflow - we can export to mp4 if required)

- Training and sales videos

- Others as they come up or new trends emerge

I'm not sure about the time required for this role, however we get a steady stream of videos to be edited from our clients (that we use in our Facebook / Insta campaigns)...AND I will be recording regular videos requiring editing as well - we can be flexible with whatever time is required

Videos are typically shared with us from clients in a Google Drive folder that we create for this purpose (and we'll upload our internal videos into Google Drive as well).

You will take the videos from there, edit them and then re-upload them back into Google Drive (in different "Edited" folder) - however if you have a more efficient workflow you work to please let us know and we'll fit in where possible

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## CMS Development Invite-Only

Hi there!

If you're reading this it's because we've liked your Upwork profile and have invited you to apply for this role.

We're looking for a Shopify expert who is comfortable working with template code and with Shogun Page Builder experience to fix some design problems in the code of our Shopify template.

The Role - Most of your work will revolve around ensuring the website works at all screen resolutions by:

- Correcting spacing issues

- Fixing the way the menu is displayed

As well as

- Changing the order of items in the product info/add to cart section

With ongoing Shopify work in the future.

A little about us:

- We're a fast growing digital marketing company that works with some of Australia's leading businesses in their respective industries. This Shopify store sells a product that is listed in major retailers in the USA, and regularly sells $40k+ of product per month on Amazon.

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Please reply with 'Beach' when responding to this position :)

We will follow up with a Skype call to ask some additional questions and then answer any questions you may have to ensure suitability.

We're looking for someone to start asap.

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## Marketing Automation Invite-Only

Hi there!

If you're reading this it's because I've liked your Upwork profile and have invited you to apply for this role.

I'm looking for a Marketing Automation and CRM Expert to work with our team to design, build and optimise client sales funnels (including emails).

The Role - Are you able to handle the following?

- Develop a highly effective digital marketing strategy for clients

- Understand client objectives to design and build an effective sales funnel for the objective

- Look at existing sales funnels and identify ways to improve conversion

- Create and optimise the content within the funnel (email and landing pages preferable)

- Design and build common 'campaigns' such as Live Launch, Evergreen, Re-Engagement and more

- We have several projects that we need completed at the moment, however we are also looking for a permanent and long term person to join our team in this role

- We have world class training that we will make available to ensure you stay at the top of your game

Our clients mostly use Active Campaign, Click Funnels and Infusionsoft...so experience here is a plus (but training can be provided if needed).

Not required but a definite plus: Ability to create awesome landing/thank you/sales pages using Clickfunnels, Wordpress or Unbounce.

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