Virtual Marketing Assistant Overview

Brands Covered:
Fulcra Leadership Group
Lead with Nathan

Content Responsibilities

You will be responsible for:
- Creating original copy and design (graphics or video) for all assigned posts.
- Using ChatGPT or AI tools if helpful—as long as content is aligned with the brand voice and standards.
- Working within the brand's Canva templates and assets provided via Canva Pro.
- Using stock media or approved brand photos/videos for content creation.
- Uploading all drafts into a shared folder by Thursday each week (during the first 30 days).
- Following the provided content calendar for themes, ideas, and scheduling cues.

Content Volume (Weekly)

Fulcra Leadership Group
- 3 Static Posts
- 2 Reels (30–60 seconds)
- 5 Stories

Lead with Nathan
- 2 Static Posts
- 1 Reel (30–60 seconds)
- 3 Stories

Payment Structure

Fee Per Post Type:
Static Post- $5
Reel (30–60 seconds)- $10
Story- $2
Complex Video (30–90 sec)- $15

Monthly Retainer (per brand)- $25

Estimated Monthly Payment:

Fulcra: $180 content + $25 retainer = $205
Lead with Nathan: $104 content + $25 retainer = $129
Total: $334/month

Content quantity may be adjusted as needed.

Tools & Access

- Canva Pro Team Access (with full branding suite)
- Shared Google Drive Folder for content uploads
- Content Calendar provided weekly/monthly
- Additional media (photos/video) provided as needed for campaigns

Trial Period Expectations

(First 30 Days)

- Submit all content by Thursday each week for the following week.
- All content will be reviewed and approved before posting.
- The trial period will begin with the *Fulcra Leadership Group* brand only. *Lead with Nathan* brand will be added when payee deems appropriate.
- After 30 days, scheduling access may be granted for direct publishing.