Roles for New Team Member

Online outreach:

* Instagram and Facebook as well as emails (organic)
* Can lead social media advertising (paid)
  + Analytics - when to post, types of content, applying filters to audiences
* Excellent with *creating* content that fits the audience - visual and written (copy/messaging), creative with video ideas
  + Can help us further identify and develop our brand
  + Can package the data we’re receiving to put together infographics, other content to make us known as the subject matter experts
* Ability to advise on app notification ecosystem for shareability + retention

Interested in being part of a startup:

* A great team player who will learn and use use different skills at times to push us forward

General Campaigning and Creative Launch Strategy, Planning

Creative or Analytical?