

## **Content Producer for Shmap local discovery app**

Role title: Shmap content producer.

Job description: Shmap, a new and innovative local discovery app, is looking for five content producers who will each create short public posts (called 'Shouts') for the Explore section of the app.

Your posts will need to be informative soundbites about local activities, events, places to eat or drink etc...that will interest locals and visitors alike, especially younger people between the ages of 16-30.

Your posts need to be cool, interesting and reflect your personality and opinion. Your posts should not replicate the standard information someone can find on e.g. Yelp or TimeOut. So for example, you may post about a local Starbucks where the staff are extra friendly, and make a note of where the useful power sockets are for someone wanting to plug in a laptop. Or you may want to post about the best food truck on your block, and what precisely to order, and how to avoid the long lines at lunchtime! Or perhaps there's an amazing musician playing at the local subway station right now!

Posting requirements:

Length - around 10-30 words long

Frequency - minimum 5 per week

Usernames - minimum 1 username per content producer

Contents - posts must always include a location, name of the location, and a photo

Style and subject - posts should be authentic, original and opinionated, but never abusive. Posts should cover the following categories: food, drink, shopping, art & culture, music, sport, mind & body (e.g. The best hole-in-the-wall nail bar), out & about (e.g. best place to eat your lunch outside in the summer, or to go sledding in New York's Central Park).

Location - try to post your Shouts in a variety of locations in your city / town

Compensation:

We will initially pay on a per-post basis. Once the app gains more users, we will pay additional cash bonuses for posts with high numbers of likes, comments and social shares.

About Shmap and Ideally LLC:

Shmap is the first product to be created by Ideally Inc. a mobile services and technology start-up focused on bringing innovation to the consumer and business marketplace.

Ideally is based in the heart of the New York City startup world, in Dumbo, Brooklyn. Its founders have a track record in entrepreneurship, and mobile innovation.

How to Apply:

Email [kewis@ideally.net](mailto:kewis@ideally.net) with a cover letter and resume.