



About Stratavize:

Our Why

We know the old saying “do what you love, and you’ll never work a day in your life” well... we truly believe it and live it. Our consulting team genuinely enjoys helping clients solve some of their toughest challenges. We L-O-V-E tackling businesses that need to reimagine how they will compete in the future. We enjoy getting in the trenches with our clients to take on tough problems like improving culture, enhancing the customer experience or redesigning process.

What We Do

Stratavize Consulting is a consulting partner that helps mid-sized organizations reimagine and transform their business. We believe one of the biggest reasons’ teams fail is misalignment; this could be the misalignment of goals, roles, or expectations. Together, we work with our clients to overcome these challenges and other problems teams face. Without high-performing teams, leaders can't execute. Without great leaders, teams flounder in dismay. Together, we collaborate to design a strategic plan for the entire organization focusing on everything from business direction to how to engage employees. We work with our clients from end to end; HR to operations to marketing. It's our mission to help organizations reach their best-envisioned future.

Our Approach

Stratavize’s approach is process consultation, that means we believe in mutual respect and a relationship that the consultant isn’t coming with all the answers. We are here to help design and facilitate a process where the organization itself can develop its own solutions in a way that is specific to the needs and capabilities of the organization.

Why Do We Need An Independent Contractor Brand Ambassador?

We believe what you focus on grows and we are focused on letting mid-size organizations know the Stratavize story and how we can help them reimagine their strategy, enhance their leadership teams and upskill their team members. We are looking a creative and innovative individual who **loves writing** and is ready to help us tell our story!

Brand Ambassador Job Description:

We are looking for someone who doesn’t like to be micromanaged but, also doesn’t go ghost while working remote. This person can jump in and take ownership right away.

In general, you:

- Love to write and tell stories through the written word! Love writing content for social, articles, and more....
- Enjoy an independent work environment - we like to hire smart people and get out of their way
- Thrive in a fast-paced environment with varying client scopes of work and industries
- Love solving a problem - realizing that the process is sometimes more important than the solution
- Understand the big picture, but love developing the tactics to get the job done right
- Seek out new ideas and opportunities without orders or directions
- Speak up and share your ideas - knowing that we appreciate all voices and perspectives at Stratavize

What does this person handle and own?

If you like wearing many hats, this is the perfect role for you! We will support you with intentional focus and general direction, but it's up to you to focus on the following:

- ☑ Create and manage a content calendar that aligns to our goals and objectives for growth in 2020
- ☑ Manage and update the website content
- ☑ Create landing page copy that's engaging and generates leads
- ☑ Collaborate with leadership to write and post 4 articles per month
- ☑ Post regularly to social media channels using Loomly
- ☑ Develop high-value email campaigns using ActiveCampaign
- ☑ Engage with online customers through inbound requests and conversations via email, social media, and other digital channels
- ☑ Create the brand guidelines that define the Stratavize brand and story
- ☑ Assist with content creation for the sales cycle including, sales sheets, proposals, custom presentations, etc.
- ☑ Deploy and manage ActiveCampaign CRM system for clients and future clients
- ☑ Lead the blog publishing and promotional efforts for Stratavize
- ☑ Coordinate with our designer to create great visuals for all marketing efforts
- ☑ Create, launch and manage monthly newsletter
- ☑ Develop KPIs for Stratavize and track monthly digital metrics for Stratavize

What are the requirements?

We have a vision of what this role requires, but we always focus on the right fit vs. the perfect background. In general, we'd love for you to have:

- ☑ You don't know what writers block is because, you jump out of bed ready to write engaging content
- ☑ Passion and excitement for digital marketing
- ☑ Ability to act quickly, but with intention
- ☑ Desire to work independently without being micromanaged
- ☑ Familiarity with digital marketing trends, tools, and impactful tactics
- ☑ Experience using the latest technology for project management, communications, etc.
- ☑ Must be an independent contractor
- ☑ Must thrive working remote and doesn't go "ghost" for days on end
- ☑ Must be OK with working part-time hours, up to 15 hour per week
- ☑ Must be a team player and enjoy working and collaborating with others
- ☑ You do not need to be a designer, but you'll be working with a designer to help bring your ideas to life

What do I need to do to get an interview?

To be considered for this contractor role, submit the following to support@stratavize.com

- ☑ Resume
- ☑ Cover letter that explains why you're a good fit for this role and share your remote working habits; like how do you manage working and doing laundry 🤔
- ☑ Samples of an articles you've written
- ☑ Links to social accounts you currently manage or have managed in the past

How do I learn more about Stratavize?

To learn more about our story and how we help our clients, visit <https://www.stratavize.com/>