



Restoring Order® Communications Assistant

1. Title & to whom person reports

The Restoring Order Communications Assistant reports to and works closely with President Vicki Norris.

2. Job summary

The Restoring Order Communications Assistant is a valued and long-term employee of the company. The assistant deeply believes in personal restoration through natural and spiritual order and is intrinsically aligned with our mandate to restore the world to original order. The Communications Assistant is entrusted with a close working relationship with our President and shares her ministry and lifestyle content with a world in need of internal and external order.

This assistant is responsible for content syndication, expansion of reach, productization, and monetization of products and services. Taking pride in our services and products, the Communications Assistant researches and implements ways to bring expansion and articulation to our brand and offerings.

3. Qualifications & qualities required

- **Demonstrated skills** in graphics and social media tools, including, but not limited to: WordPress, email managers like Constant Contact & Mail Chimp, all social platforms (Facebook, Instagram, Pinterest, Linked IN, Twitter, YouTube), and graphics & planning tools like: PicMonkey, Canva, Planoly, etc.. *Commercial success in the maintenance and advancement of company communication platforms and initiatives, expansion of reach and monetization of content.*
- **Technology skills:** Computers, tablets, iPhones. Microsoft suite, including: Word, Outlook, Excel, and PowerPoint. Dropbox. Photo organization and naming conventions.
- **Personal and character qualities:** Belief in the cause of personal restoration. Initiating, responsible, achiever, consistent, dependable, honorable, creative, adaptable, timely, joyful, peaceful. Possibilitarian.
- **Professional skills:** Professional, strategic, relational, intuitive. Excellent verbal and written communication and grammar. Adept at learning, optimizing, and promoting assets.
- **Personal skills and gifts:** Adept at scaling between big picture objectives and granular execution. Easily transitions between tasks while not losing details. Excellent time and project management skills.
- **Employee expectations:** Loves being a part of a small business and a servant-hearted team, and enjoys the freedom to work independently. Seeking a long-term career, not short-term work.

4. Duties & responsibilities

TV Segment Graphics Support – in tandem with President (+ Live Stories)

- Segment Prep
 - Edit images for brand resonance
 - Add titles to slides in Canva

- Add slides to shared Dropbox for MGDO team
- Receive video link from MGDO
 - Add “outro” inviting subscription to end of each video
 - Add related cover image to video that VN provides
 - Upload video to YouTube
 - Share to social sites, including IGTV
- Manage Dropbox archiving of all files and images
- Future: graphics support for television production

Blog

- Upload blog to WordPress following RO Blog checklist/process
- Optimize blog SEO
 - Google trends research
 - Install Yoast SEO on each post
- Curate and edit images as needed
- Pin featured image or content graphics to Pinterest
- Promote blog on social media
- Monitor and respond to comments (sign into VN's WordPress account to respond)
- Manage RSS feed in Mailchimp

Social Media

- Helping develop Restoring Order social strategy in light of ever-changing platforms, algorithms, and best practices for influencers. Demonstrated skill in research and application of customized methods.
- Participate in strategy meetings, bringing ideas and thoughtful strategies to expand awareness and consumption of organizing services and products
- Manage primarily Instagram & Facebook accounts, but monitor all other RO social profiles
- Use Planoly as a tool to plan profile appearance and cadence - Maintain look of profile – Cover images, profile images, content, etc
- Post to IG and push through to FB and TW 6 days a week
- Post to stories a few days a week - Thursday Media stories when applicable. Highlight when applicable
- Curate, edit, upload images
- Write compelling audience-centered caption
- Respond to comments and messages
- Supports the RO team by receiving, organizing, and editing their in-the-field pictures for online sharing

Facebook

- Share posts from other Facebook accounts to feed as often as possible
- Upload MGDO videos directly to FB
- Edit video captions & Thumbnail
- Create Facebook Events as needed
- Update cover image seasonally and to promote special campaigns

Instagram

- Add appropriate hashtags per channel
- Update Link.tree weekly
- Add MGDO vids to IGTV weekly
- Make created images in WordSwag

Google My Business

- Add post weekly on Thursdays - pull social media post

Pinterest

- In addition to adding relevant posts from new content:
- Monitor page and research ways to expand reach
- Occasional overhaul to keep page fresh

Social Media Analysis

- Pull stats of FB, IG, YT, Pinterest monthly
- Pull stats on IG/FB for each post
 - analyze what worked well
 - what posts got most website visits/profile views/likes/comments, etc
 - present findings at monthly or quarterly Marketing Meeting

YouTube

- Upload TV segments and other videos to YouTube
- Pull YouTube stats monthly
- Maintain YouTube Inventory Spreadsheet
- Maintain look of YouTube channel – Updating cover photo, playlists, playlist cover photos, featured video, etc. to increase interest, variety and reach
- Embed video on website homepage & in blog post

Website Image Creation

Freebie Creation – to expand reach by capturing email addresses for RSS

- Generate ideas for freebies
- Create in Canva
- Create .PDF
- Upload to website (see steps in Trello) & AWS (Amazon Storage)
- Promote via social media

Services Testimonials – to bring credibility to organizing services

- Create image in Canva & PicMonkey
- Add to website - link to blog when appropriate
- Add to testimonials spreadsheet
- Promote on social media as appropriate
- Add any MGDO client project segments to any related client testimonials

Content Branding – to brand & package Restoring Order products – both hard and soft

- Create image package for new online trainings or ebooks, etc. in Canva (Rectangle, Square, Banner, Pinterest)
- Upload to Dropbox

5. Schedule offered

8-10 hours per week with flexible execution. More time on weeks with blogs or key initiatives.

6. Working conditions

Work from home position. Monthly meetings and/or Zoom calls. Daily communication via text, email, and video.

7. Goals and performance review expectations

Monthly check-in with President and ongoing evaluation and tweaking of roles, tools, and strategies. Annual performance review.

Interested? First, peruse our entire website at www.RestoringOrder.com to evaluate our company's values and brand and discover if it is the right fit for your needs, passion, and gifts. *This is a full or part time, long-term position. Please do NOT apply if you are not available for LONG TERM work. We are seeking team players who embrace our values and feel called to join in our vision.*

To Apply: AFTER THOROUGHLY EVALUATING OUR COMPANY, please send your resume and cover letter describing yourself, your skills, and your experience to: Info@RestoringOrder.com. *No phone calls please.*