



WHY PURPOSE LAUNCHERS?

At Purpose Launchers and the Purpose Launcher Foundation we help new entrepreneurs, heart-based businesses and non-profits to empower their creative impact and share their wisdom with the world. We are not only a personal development company but we also provide our clients with an array of creative marketing solutions, from video to strategy session to workshops. When it comes to our philosophy, we are all about love, compassion and leadership as we help our clients to reach their fullest potential from every level of their being.

ARE YOU A PURPOSE LAUNCHER?

In terms of personality, our ideal team members are:

- Enthusiastic about their work
- Passionate about creating impact.
- Innovative in problem solving.
- Philanthropic toward humanity.
- Versatile in their talent and skill.
- Communicative about tasks.
- Reliable and easily reached.
- Flexible and able to cheerfully receive feedback.
- Creative in thought and courageous in the face of setbacks.
- Action oriented with a "get good things done" mentality.
- Willing to maintain a professional Facebook, LinkedIn and Meetup Account as well as any other account needed to get the job done.



Priceless Support

- Free Access to our Empowerment Workshops and Retreats
- Career Training, Interview Skills and Resume Optimization
- Employee Discount for hosting Exhibit or Vendor Booth at our Events
- First Preference for Entrepreneur Showcase on Purpose Launchers Websites and email blasts to help your personal endeavors.

SOCIAL MEDIA MARKETING

Can you create engagement and boost our social media impact?

Are You A Potential Candidate?

- Bachelors Degree or pursuing one in Advertising, Marketing, Digital Communications, Public Relations, Journalism, Business or related field
- 1-2 years of social media marketing experience
- Knowledge of social media trends and ability to analyze and execute posting social media output to align with market demands across all channels
- Knowledge of SEO techniques
- Familiar with Hootsuite or other leading productivity platforms
- Familiar with Email Marketing Platforms like ConvertKit or Constant Contact
- Excellent Writing skills and copy editing

Some of the duties involved in this focus include:

- **Brand Identity Management:** Maintain empowering presence across targeted social media channels.
- **Content Design & Management:** Create and design eye-catching posts for Instagram, Facebook, Twitter and LinkedIn.
- **Audience Liason:** Monitor and Interact with digital conversations on behalf of Purpose Launchers.
- **Social Media Strategy:** Analyze social media metrics and identify data driven strategies toward optimization and higher achievement.
- **Networking and Collaborations:** Keep informed of industry trends and opportunities for influencer partnerships on social media.
- **Community Expansion & Traffic:** Grow a warm audience and drive traffic toward our blog, our products and services by providing engaging content across all social media channels.

ADVERTISING CAMPAIGNS

Can you create and ad campaign or a marketing funnel?

Are You A Potential Candidate?

- Bachelors Degree or pursuing one in Advertising, Marketing, Digital Communications, Public Relations, Journalism, Business or related field
- 1-2 years of digital advertising experience
- Knowledge of social media trends and ability to analyze and execute posting social media output to align with market demands across all channels
- Some Knowledge of Facebook Ads Manager and Youtube Ads.
- Some Knowledge of Google Adsense and Marketing Funnels.
- Familiar with Email Marketing Platforms like ConvertKit or Constant Contact
- Excellent Writing skills and copy editing

Some of the duties involved in this focus include:

- **Content Design & Management:** Create and design eye-catching posts for Instagram, Facebook, Twitter and LinkedIn.
- **Social Media Strategy:** Analyze social media metrics and identify data driven strategies toward optimization and higher achievement.
- **Networking and Collaborations:** Keep informed of industry trends and opportunities for partnerships and networking on social media.
- **Community Expansion & Traffic:** Grow a warm audience and drive traffic toward our blog, our products and services by providing engaging content across all social media channels.
- **Advertising Campaign Management:** Help to create, analyze, execute and optimize Ad content on Facebook, YouTube and Instagram. Knowledge of Google Adwords and SnapChat Ad manager is beneficial.

PUBLIC RELATIONS

Can you boost our brand image with clients and the community?

Are You A Potential Candidate?

- Bachelors Degree or pursuing one in Advertising, Marketing, Digital Communications, Public Relations, Journalism, Business or related field
- 1 year of Public Relations or Media Relations experience
- Knowledge of how to write press releases and how to run a public relations campaign
- Familiar with link building
- Familiar with email marketing platforms like ConvertKit or Constant Contact
- Excellent written and Verbal skills and copy editing

Some of the duties involved in this focus include:

- **Brand Identity Management:** Help maintain an empowering brand presence across all social media channels.
- **Event Awareness:** Help drive attendance and participation at events by establishing beneficial contact with leaders of meetup groups, facebook groups as well as other community organizers.
- **Media Outlet Liason:** Build warm relationships with social media influencers and media outlets on behalf of Purpose Launchers and build a portfolio of media contacts. Write Press Releases and build back links to our blog.
- **Networking and Collaborations:** Keep informed of industry trends and create opportunities for speaking engagements, partnerships and networking on social media.

PHOTOGRAPHY & VIDEO

**Can you tell a story
through the camera?**

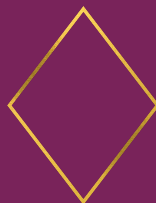


Are You A Potential Candidate?

- Bachelor's Degree or pursuing one in Photography, Videography, Advertising, Marketing, Journalism, Business or related field
- 1 year of Photography and/or Videography experience
- Knowledge of Photo Editing and Video Editing
- Experience with Adobe Creative Suite included but not limited to Adobe Photo Shop, Adobe After Effects and Adobe Premiere. OBS is also applicable.
- Experience with scriptwriting or video storytelling
- Experience with managing a You Tube Channel or the desire to learn
- Excellent written and verbal skills and copy editing

Some of the duties involved in this focus include:

- Event Setup: Assist Creative Director in any design, lighting and sound setup at events.
- Event and Studio Photography/Videography: Assist Creative Director in shooting general marketing photos and videos at events and studio as well as shooting headshots/testimonial photos and video at events.
- Shoot Photography/Videography: Assist Creative Director or team photographer/videographer at client photo and videography shoots.
- Basic Editing: Retouch photos and perform basic video editing and motion graphics in Adobe Creative Suite.
- Video Production: Create Motivational, impactful branded Video Content for You Tube or Facebook under the direction of the Creative Director.



WRITING AND BLOG MANAGEMENT

Can you convey our message through written media?

Are You A Potential Candidate?

- Bachelor's Degree or pursuing one in Journalism, Creative Writing, Communications, Literature or related field.
- 1 year of Blogging, News Reporting, or Creative Writing experience.
- Knowledge of how to write press releases.
- Good copyediting and proofreading skills.
- Knowledge of how to conduct research on a topic. and choosing trending topics that attract an audience.
- Comfortable with interviewing a source.
- Good at creating attention grabbing headlines.

Some of the duties involved in this focus include:

- Key Word, Topic Research and SEO: Help Purpose Launchers stay abreast of current industry issues and relevant questions that interest our key target demographic.
- Write and Edit Blog Articles: Interview experts and write and edit inspiring content that engages and inspires the reader to achieve beyond their limitations.
- Headline Optimization: Create catch headlines that stop a reader in their tracks.
- Website Content Creation: Write content that captures a client's voice and helps them to express their message on their website.
- Blog Marketing: Create engagement among target demographic surrounding popular blog articles across key social media channels. Respond to comments regarding blog posts.
- Creative Writing Group Engagement: Create empowering writing prompts and facilitate writing exercise engagement in creative writing community.

NON-PROFIT ADVOCACY

Can you meet the call of supporting the cause?

Are You A Potential Candidate?

- Bachelor's Degree or pursuing one in Mass Communications, Business, Public Administration, Social Work, Philanthropic Studies, Business or related field
- Good Business Writing Skills
- Good Social Media Communications
- Good Phone Conversational Skills
- Professional Email Communication Skills
- Grant Writing and Proposal Writing Skills

Some of the duties involved in this focus include:

- Fundraising: Launch sponsorship drives via phone and social media and gain financial support from potential sponsors to subsidize charitable undertakings.
- Brand Identity Management: Help communicate the vision, mission and objectives of Purpose Launchers to prospective partners, donors and volunteers and maintain an empowering brand presence across all social media channels.
- Event Awareness: Help drive attendance and participation at events by establishing beneficial contact with leaders of meetup groups, facebook groups, LinkedIn prospects as well as other community organizers.
- Community Outreach Liaison: Build warm relationships with local businesses on behalf of Purpose Launchers Foundation and build a portfolio of reliable partner and sponsorship contacts.
- Charity Outreach Liaison: Build warm relationships with non-profits on behalf of Purpose Launchers Foundation and build a portfolio of reliable charity partners.

GRAPHIC DESIGN

**Can you provide support
in graphic design?**

Are You A Potential Candidate?

- Bachelors Degree or pursuing one in Advertising, Marketing, Digital Communications, Public Relations, Journalism, Business or related field
- 1-2 years of social media marketing experience
- Knowledge of social media trends and ability to analyze and execute posting social media output to align with market demands across all channels
- Knowledge of SEO techniques
- Familiar with Hootsuite or other leading productivity platforms
- Familiar with Email Marketing Platforms like ConvertKit or Constant Contact
- Excellent Writing skills and copy editing

Some of the duties involved in this focus include:

- **Graphic Design:** Create eye catching designs that could be used as brand assets or marketing materials. Such assets can include banners, logos, flyers, brochures, website landing pages, business cards, clothing.
- **Content Design & Management:** Create and post eye-catching posts for Instagram, Facebook, Twitter and LinkedIn.
- **Photo Curation:** Find appropriate, eye catching photos to empower the message of a brand's project design.
- **Basic Editing:** Retouch photos for use in Graphic or Web Designs.
- **Creative Strategy:** Assist in giving creative branding consults to clients.

WEB DESIGN AND DEVELOPMENT

Can you design user friendly web pages for clients?

Are You A Potential Candidate?

- Bachelor's Degree or pursuing one in Art, Graphic Design, Web Development, Creative Advertising or related field
- 1 year of Graphic Design or Web Design experience
- Experience with Adobe Creative Suite included but not limited to Adobe Dream Weaver, Photo Shop, Adobe After Effects and Adobe Illustrator
- Experience designing with web design platforms or visual editors like Elementor, Wix, or Squarespace

Some of the duties involved in this focus include:

- **Template Curation:** Find appropriate web templates to highlight the characteristics of a specific brand.
- **Photo Curation:** Find appropriate, eye catching photos to empower the message of a brand's website.
- **Landing Page Design:** Design high converting landing pages that harmonize with a brand and its message.
- **Basic Photo Editing:** Retouch photos and optimize them for websites.
- **Client Website Interviews:** Collect key data from clients via phone, email or zoom regarding their vision for website creation and design.