



Job: Program & Social Media Manager

Position Description for Marketing & Program Manager

Overview

The Trust Edge Leadership Institute (TELI) is looking for a Program & Social Media Manager to coordinate and execute the delivery and engagement of our signature coaching program and provide social media support for TELI social channels. The Program & Social Media Manager will play a key role in bringing the Trust Edge Coaching community to life and creating an environment that invites coaches to share, collaborate, learn, explore, and engage. The Program & Social Media Manager will partner with the TELI colleagues to create strategies and implement best practices for building a coaching program and engaging a community that will attract and retain more coaches. This position will influence the goal of growing the program to 1000 coaches by 2024. This position will require internal and external (client-facing) responsibilities. The candidate that joins us will have experience in customer service, technology, digital marketing, social media.

Because of the entrepreneurial nature of TELI, the Program and Social Media Manager position may also include tasks and projects related to other departments (marketing, event logistics, etc.)

Responsibilities

Program and Engagement Manager - 60% **(For [Trust Edge Coaching](#))**

Overview: Take the strategic roadmap for Trust Edge Coaching and build a plan for bringing community and engagement to coaches. Manage front to back process for coaches including everything from onboarding and support to offboarding.

- Annually
 - Play a significant role in the annual Coaching Summit.
 - Add new course to the platform.
- Monthly
 - Manage coach certification & onboarding.
 - Set up and facilitate weekly/monthly Zoom meetings.
 - Create and schedule coaching marketing content.
- Weekly
 - Coach of the week highlighted.
 - Write and send a weekly email to coaches.
- Daily
 - Post content and resources to the community.
 - Monitor and engage coaches.
- General/Other
 - Ensure email sequence are scheduled and effective.
 - Manage group communication through the coach journey.
 - Systematize processes and find efficiencies as the coaching program grows.



Responsibilities Continued

- Manage recognition including milestones, birthday, success, etc.
- Participate in the sales cycle -- building relationship on social channels (Facebook + LinkedIn) and routing to TELI sales representative.
- Manage and promote an affiliate program
- Manage and promote advocate program.
- Coordinate and Engage Experts/Guests
- Seek feedback from coaches
- Document status, wins, questions
- Gather testimonials and deliver surveys throughout

Social Media 35%

- Create and schedule social media posts on TELI channels for coaching, speaking, podcast, books, events, corporate messaging.
- Manage and create a brand content calendar across all owned social media channels to plan, organize, and publish social media content.
- Monitor and respond to online commentary across all social platforms to ensure brands are positioned well.
- Stay up to date with the latest social media best practices, trends, and technologies to optimize our social media content and strategies.

Misc. 5%

- Attend weekly team meetings.
- Prepare and ship all requests for coaching materials (books, Trust Outlook magazines, Toolkits, etc.

Apply Now at www.trustedge.com/apply-now



You will make an impact in this position if you are:

- **Ambitious:** Enthusiastic with a desire to learn and be successful in business development and sales.
- **Committed:** Dedicated to the success of the team and measurable growth in sales and the impact of the message.
- **Joyfully Willing:** Take on tasks and contribute with willingness, positivity, and humility.
- **Smart:** Highly organized, persuasive, good with numbers, and fast learner. Excellent oral and written communications skills.

Requirements:

- 2-4 years of online engagement experience, social media experience, and/or group coaching experience is preferred.
- Positive, professional, and outgoing personality with the ability to thrive in a team environment.
- Great work ethic, mastered time management, and close the loop on every project.
- Customer service-oriented and love to serve.
- Curious and growth mindset with the willingness to try new approaches.
- Goals-oriented personality motivated by success.
- Tenacity in the face of challenges.
- Developed written and oral communication ability.
- Technically oriented and versed in the modern business landscape.
- Ability to interact appropriately and efficiently at all levels of the client organization.
- Bachelor's degree or higher in marketing, communication, or business-related fields
- Locally based in the Twin Cities Area

Technology Tools currently being used (helpful if you have experience in some or all of this):

- Microsoft 365
- YouTube
- Dropbox
- Hootsuite
- Leadpages
- Keap/Infusionsoft
- Active Campaign
- Mailchimp
- WordPress
- Zapier
- PandaDoc
- LinkedIn
- Facebook



About Trust Edge Leadership Institute (TELI)

About David Horsager

David Horsager, MA, CSP, CPAE is the CEO of Trust Edge Leadership Institute, Trust Expert in Residence at High Point University and Wall Street Journal bestselling author of *The Trust Edge*, *The Daily Edge*, and *Trusted Leader*. He is also a podcaster, creator of the Enterprise Trust Index™, and director of one of the nation's foremost trust studies, *The Trust Outlook*.®

Horsager has advised leaders and delivered life-changing presentations on six continents, with audiences ranging from Delta, FedEx, and Toyota to the New York Yankees, MIT and the Department of Homeland Security.

His work has been featured in prominent media such as *Fast Company*, *Forbes*, and *MSNBC*. Through speaking, training, consulting, and coaching, David and his team at Trust Edge Leadership Institute make it their mission to develop trusted leaders and organizations. With his trademark 8 Pillar Framework, David breaks trust down into tangible steps that can be leveraged right away to build a high-trust culture—because high-trust leaders and organizations bring out the best in their people and get measurable results.

Learn more at www.DavidHorsager.com and www.TrustEdge.com

Our Mission: To develop trusted leaders and organizations.

Without trust, leaders and organizations fail. Even good leaders and organizations face a crisis of trust! We developed a framework to build high-trust, high-performing people, teams, and cultures.

Our Values: The way we make decisions.

- **Excellence of service:** We serve each other and our clients by maintaining high standards for quality products, services, and interactions.
- **Integrity of actions:** We seek consistency of moral character in thoughts, words, and actions which leads to congruence with our mission.
- **Love of others:** We believe that genuinely caring for each other and our clients is the best way to live and reflect our core beliefs.
- **Celebration of opportunity:** We see every opportunity as a gift and seek to celebrate the gifts we have been given with genuine gratitude.
- **Trustworthiness in everything:** At the core, everything we are about is TRUST. People can “appear” trusted without actually being worthy of it. We aspire to be trustworthy.



Our Virtues: The way we live day to day at TELI.

- **Gratitude to God:** "Apart from Him we can do nothing"
- **Figure it out mentality:** In this fast-paced, entrepreneurial environment, we expect each other to be proactive and resourceful in solving challenges.
- **Count on me character:** Follow through and think ahead. Be prepared, dependable and consistent.
- **Premium product:** Our bias is towards delivering top-of-class products & services when compared to others in our arena.
- **Same onstage & off:** We all have a stage--sometimes it's literal, sometimes it's figurative. We seek to be the same in character whether being watched or not.
- **Positive & Encouraging:** In a critical world, we focus on the good first. This does not equate blindness to constructive feedback that can create a healthy workplace, but we start by seeing (and saying) what is best.
- **Daily Results:** Since our beginning, we have noticed that we must have a bias towards doing the little things (that make the big difference) every day, if we want to succeed practically and missionally.

Apply for this job by submitting your cover letter and resume
<http://www.trustedge.com/careers> by May 10, 2021.