



BY MEGAN DUESTERHAUS

In search of a long-term VA for my growing home/DIY/craft brand!

About The Homes I Have Made

My name is Megan. I am Mom to 3 young boys, a military spouse, and the owner and creative behind TheHomesIHaveMade.com and TheOrganizationToolbox.com.

- **The Homes I Have Made** is a DIY/home blog that features a steady rotation of rental-friendly decor, organization solutions, and craft projects all aimed at helping readers *“Transform any space into a place they love.”*
- **The Organization Toolbox** is an online shop of 70+ organizing printable kits designed to *“reduce the stress, frenzy, and clutter”* in customers’ lives.

For the last 10 years, I have grown my hobby blog into a thriving business, mostly working by myself within the “margins of motherhood” (i.e., naps and nights), with little-to-no advertising or social media presence. I am ready and eager to take my business to the next level with the help of a super savvy VA!

Important Dates

- **Application Deadline:** August 20, 2021
- **Notifications for Interviews:** Made via email by August 25th
- **Interviews:** August 30 - September 2, 2021
- **Start Date:** ~September 7, 2021.

Pay Rate

A monthly retainer of ~\$1000-1200/month for ~40 hours of work to accomplish both the Social Media Management and Wordpress/Blog Admin tasks outlined below.

Individual VAs only, no agencies please.

Primary Task: Social Media Manager (~5-8 hours a week)

I am primarily looking for a highly competent Social Media Manager who has the capability and time to develop and manage a **complete social media strategy** (Pinterest, Instagram, and Facebook) for my brand (blog and shop).

Tasks may include but are not limited to:

- Strategy development for Pinterest, Instagram, and Facebook with the goal of generatating **email leads, site traffic, and product sales.**

- Development and management of content schedules for Pinterest, Instagram, and Facebook using 10+ years of existing blog content.
- Follower engagement across Pinterest, Instagram, and Facebook channels, as needed.
- Develop and run ad campaigns on Facebook and Pinterest for email leads and product sales.
- Setup tracking codes, pixels on sites as needed
- Generate basic stat reports with results and recommendations (every other month)
- Image and post creation for pins, Idea Pins, ads, etc.
 - **I prefer to write copy for Instagram and Facebook posts*

Secondary Tasks: Wordpress/Blog Admin (2-5 hours a week)

In addition to Social Media Management, I also need assistance from a Wordpress/Blog Admin. This involves working through a “formalized” workflow to update old blog posts for SEO, affiliate links, social images, pin descriptions etc; as well as assist with email marketing (sequences, tripwires, funnels, etc.) and Shopify management. Wordpress and Shopify experience are not required, and these tasks are easily trainable.

Tasks may include but are not limited to:

- Updating 1000+ blog posts for:
 - SEO
 - Categories/tags
 - Social images with descriptions
 - Broken images
 - Affiliate links
 - Related posts
 - And more
- Prepping (but not writing) marketing emails in ConvertKit
- Building lead generation landing pages, trip wires, and funnels
- Updating/creating Shopify product listings
- Managing/updating Google spreadsheets

Qualifications

Requirements:

- Fully trained, experienced, and savvy on best practice for all three social media channels (Pinterest, Facebook, and Instagram). **Social Media Manager only*
- Experience running/growing social media accounts for small businesses, preferably blogs. **Social Media Manager only*
- Ability to adapt to (and ultimately elevate) current business branding. **Social Media Manager only*
- Computer savvy with proficiency in Canva, Google Suite, and Dropbox.
- Strong time management skills and ability to work independently.
- Ability to meet weekly (virtually).
- Fluent in English
- Based in the United States

Preferred But Not Required:

- Experienced with or interested in DIY/home/craft genre.
- Experience in:
 - Adobe Illustrator
 - Adobe Pro
 - Wordpress
 - SEO
 - ConverKit
 - Affiliate Programs (e.g., RewardStyle, Share-a-Sale, Amazon, etc)

I am eager to be extremely hands-off and need a confident, savvy, and motivated VA who can take certain tasks off my plate so I can focus on content and product creation. This position has potential to expand as we get to know each other and I can off-load more and more!

Ready to apply? Click [HERE](#).