

## Operations Manager

### Position Summary

Mental health brand seeking a full time Operations Manager. We are a leader in the nutrition and brain health space seeking an experienced, results-driven, and self-motivated operations manager to help oversee the growth of our health and wellness brand. The Operations Manager will be responsible for managing and growing our brand by overseeing a high traffic website, assisting with the content curation and creation, calendar management, coordinating interviews and travel, managing clinical operations, assisting with various marketing initiatives, editing video content and overseeing web and social media accounts etc.

### Job Duties

- Interface with social media management team to source/create content on a regular basis.
- Search engine optimization of new and existing content.
- Curate content for written and video blogs
- Calendar management; including coordinating interviews and travel.
- Oversee various email accounts.
- Manage clinical operations
- Create and edit video content.
- Oversee, manage and grow company's email list.
- Help oversee social media assets including Facebook, Twitter and Instagram.
- Coordinate with promotional/affiliate partners on campaigns.
- Analyze and track data to maximize the performance of each campaign to achieve revenue, profit and quality targets.

### Work Environment

In this role, you will frequently be working autonomously without extensive oversight. **Work can be done remotely.** Must be a lively, outgoing addition to a small but extremely enthusiastic team.

### To be considered you must:

- **Be highly organized and detail oriented.**
- **Have excellent written and verbal communication ability. This is a high priority.**
- **Have at least 1 year of experience in a related capacity...** Strong knowledge of, interest in, and experience with the health, wellness and mental health
- Strong MS Office skills including word, PowerPoint, excel

- Have proven project management skills - ability to manage multiple projects with different priorities, timelines and resources.
- **Excellent analytical skills** including campaign analysis, competitive intelligence and market research as well as experience with analytic tools such as Google Analytics and AdWords.
- Be proficient in Wordpress, knowledge of HTML & CSS, SEO, Analytics & AdWords, video editing software (iMovie, final cut etc.), email management and/or CRM software (Mailchimp, Constant Contact, Infusionsoft etc.), iCalendar, Google Drive etc.
- Experience with SEO- including keyword research and strategy.
- Results focused... and relish the opportunity to perform under pressure