

CONTENT DIRECTOR

CORE RESULT:

Help you create and distribute high-quality video and written content consistently. The Content Director will serve as the creative director for all content in the four stages below: Ideation, Creation, Post Production, Distribution.

SERVICE OVERVIEW:

1. CONTENT IDEATION

- **CREATE AND BUILD OUT YOUR 30 DAY CONTENT CALENDAR**
 - ▶ Written posts, picture posts, and video concepts
 - ▶ Bi-weekly meetings with you to extract the stories, messages, and insights to use for your content so that everything is written in your voice and tone 100% of the time.
 - ▶ Utilize AI to help generate new topics and themes

2. CONTENT CREATION

• CREATE UP TO 10 POSTS PER WEEK

- ▶ Up to 5 Written/Picture posts per week
 - *May also be used for blogs/Newsletters*
- ▶ Up to 5 videos per week
 - *Videos require raw footage from you*
 - *Original creations or already recorded videos to be repurposed*
 - *These videos can be made for multiple platforms*



3. POST PRODUCTION

- REPURPOSE PODCASTS, LIVE/VIRTUAL EVENTS, AND OTHER CONTENT
- EDIT THE VIDEOS USING DESCRIPT/AI
 - Videos will include the following:
 - *Captions*
 - *Titles (If needed)*
 - *Audio clean up*
 - *Added pictures/graghics (Where needed)*
 - *Full transcription to use for blogs/Newsletter/Text posts*

Note: *The editing style will be much simpler than what our creative editors do. This is because the content director is using AI based editing software instead of a complex video editing tool like Adobe Prem Pro. This allows them to do all of these other tasks that a traditional editor could not/would not be able to do.*

4.

CONTENT DISTRIBUTION AND PERFORMANCE TRACKING

- **DISTRIBUTE/POST UP TO 10 POSTS PER WEEK**
 - Up to 3 different platforms
- **SEND WEEKLY PERFORMANCE REPORTS TO MONITOR RESULTS**
- **SET UP AND UTILIZE A TRELLO (OR OTHER PM SOFTWARE TOOL) TO MANAGE, ORGANIZE, AND STORE ALL CONTENT**

The content director will work closely with you to ensure that the content plan is aligned with the overall strategy. You will have a reliable and efficient content management system that provides you with the freedom to focus on other important aspects of your business.