

## **FREELANCE BEAUTY CONTRIBUTOR for INFLUENCER**

### **WHAT WE ARE LOOKING FOR**

Are you a skilled writer who is beauty-obsessed and has experience writing blog posts about makeup and products for women of all skin tones and hair types? If yes, then we want you to join our team! You will love this role because in addition to your heart for service, you are also the kind of woman that LOVES to lift other women up. Understanding the influencer space is a huge plus (but not if you have your own blog in similar category). It's also a bonus if you really understand our demo (women over 40).

In this role, the right candidate will have the opportunity for incredible growth.

The company name will be revealed once we contact you with next steps.

### **THE POSITION**

Beauty Contributor

Pay: Write 2-4 post per month. Paid per post. (Your Post Rate)

Location: [Virtual]

### **THE POSITION OVERVIEW**

What beauty topic would you like to tackle this month?? You can pitch and write between 2 to 4 topics per month for our website based on a topic that energizes you. Your pitches should also focus on beauty concepts that resonate with our brand and demographic. Your posts will be well-researched and approved by our Editor or Creative Director. As beauty contributor, you are responsible for formatting your blog posts using our brand-preferred formatting in WordPress. Each post must have carefully chosen, beautiful, on-brand photos that complement your written story. You have complete freedom of schedule, but it's important that you meet your monthly deadlines.

### **WHAT WE DO**

We are a lifestyle brand that energizes women 40-plus! We believe that age is not something women should hide from or lie about. We don't have to be afraid of becoming invisible. Our platforms are a safe space where women can find the energy, support, and encouragement they need to try new things. We cover ALL topics that help women over 40 uplevel their lives... from fitness to food to beauty to style. Being over 40, is something to look forward to. It's one of the best times of your life!

## **MAKE A DIFFERENCE**

Be a part of something bigger than yourself and help us continue to build a positive and joyful community of women through the website, YouTube channel and all social platforms. Our mission is to empower women to be the best version of themselves every day because when you look great, you *feel* great!

## **WE WANT TO MEET YOU BECAUSE YOU ARE:**

- A beauty-obsessed woman with a powerful, playful and confident voice. You love to teach and share your favorite beauty products and point of view.
- A next level writer!
- Visual. You get that the story is only complete with the perfect accompanying visuals.
- A content creating wizard and consider it one of your superpowers!
- A motivated, self-starter who can figure out things with little direction.
- Highly motivated when you witness your leader achieving success and impacting readers, viewers, and brand partners.
- Great with a fast-paced, collaborative team, and you are at ease when priorities shift.
- Experienced with WordPress and Yoast SEO, understand visual storytelling, and are also proficient with online graphic tools such as Canva.
- An excellent researcher and can easily whip together a thoughtful, information-packed post based on your online digging.
- Calm under pressure.
- Highly creative and forward thinking.
- Excited about picking out and /or testing out beauty products
- Passionate about beauty, style and empowering women!
- Knowledgeable about SEO and use it effectively to get more traffic
- A master at creating a blog that also focuses on traffic and sales

## **THE ROLE**

A love and passion for beauty is an absolute MUST! We want to be inspired by your beauty recommendations and encourage you to share a different, but still on-brand, point of view. You love sharing your special beauty finds with other women. You are a teacher at heart.

Creating content is your superpower! The Beauty Contributor will come up with beauty-focused content ideas... keeping the brand and target demo of women over 40 in mind.

You will pitch your ideas to our Creative Director for approval and then plan to write two to four each month, formatting each post using the brand-approved method in WordPress.

In each of your posts, you will carefully consider the demo, title, imagery, SEO, meta data, sales, product selections, entertainment value, and usefulness of tips.

You will create affiliate links and widgets to correspond with your post using LTK (formerly RewardStyle) and Amazon Affiliates.

You will come up with beauty series ideas and execute those ideas.

Research is a key component of any amazing content, and we expect you to be able to do some digging online if needed.

You will work as autonomously as possible, reporting to our Creative Director and Copy Editor as needed.

Attendance during our monthly writers meeting is a must. That's the only scheduling requirement.

### **WHAT YOU CAN EXPECT FROM US**

We are a family who truly loves working with one another and empowering women on a global scale.

We hire professionals, and we will treat you like one. You will be expected to take responsibility for yourself; we do NOT micromanage.

We are stacking a team of professional, competent, and highly engaging leaders whose goal is to impact the lives of women. We are an equal opportunity employer.

Note: You will be required to sign a non-compete stating you will not write for other influencers in competing space. We would prefer a writer who does not have their own blog-based business.

We will share the name of the company, along with next steps.