

Job Title: Outreach Associate

Level: P1 - P2

Job Short Description: This role of Outreach Associate encompasses recruitment program support, event coordination, feedback collection, Facebook community management, and collaboration with internal teams to drive successful outreach marketing efforts across affiliate and wholesale programs.

Job Responsibilities:

1. Community Management:
 - a. Administrate affiliate/wholesale groups to maintain a positive community environment.
 - b. Hold Earthologists/Wholesalers accountable for adherence to policies.
 - c. Review and respond to posts and inquiries promptly to ensure engagement and compliance with guidelines.
2. Support and Guidance:
 - a. Serve as the primary point of contact for affiliates/wholesalers, addressing queries and offering assistance.
 - b. Provide guidance on content creation, resource utilization, and improving success through tailored support.
 - c. Collaborate with the Marketing team to align content with brand messaging and sales objectives.
3. Program Onboarding and Management:
 - a. Onboard new influencers, affiliates, and wholesalers, directing them to the appropriate signup processes.
 - b. Adjust commission rates, tax status, create custom codes, and/or distribute promotional materials to influencers and wholesalers when applicable.
 - c. Manage communication with influencers and wholesalers to facilitate orders and address needs.
4. Outreach and Recruitment:
 - a. Execute strategies to recruit influencers, clinics, and retail stores for affiliate and wholesale programs. This can include cold calling, cold emailing, cold messaging, etc.
 - b. Maintain contact databases, track outreach efforts, and follow up with potential partners as needed.
 - c. Engage in conversations to address inquiries and promote the benefits of Earthley's programs.
5. Collaboration and Reporting:
 - a. Participate in regular meetings with the Outreach Marketing Manager to discuss performance metrics, customer feedback, and relevant issues.
 - b. Attend quarterly company-wide meetings to stay aligned with organizational goals and initiatives.

Skill Sets: