



**JOB TITLE: Healthy Mama, Happy Baby Content Manager**

---

<b>IMMEDIATE MANAGER:</b>	<b>HMHB CO-CREATOR STEPHANIE GRUENKE &amp; THIRTY &amp; CO. CHIEF MARKETING OFFICER</b>
<b>TYPE:</b>	<b>CONTRACT ROLE: 10-12 HOURS A WEEK</b>
<b>LOCATION:</b>	<b>FLEXIBLE BUT MUST LIVE IN THE U.S.</b>

---

**DESCRIPTION:**

The Healthy Mama Happy Baby Content Manager will work closely with HMHB co-creator Stephanie Greunke and Thirty & Co CMO to manage all digital and social media content related to the HMHB program, including managing the blog and e-newsletter editorial calendar, maintaining HMHB-specific social media channels, administrating customer-service requests related to HMHB membership, and generating new ideas to promote and develop the HMHB program.

**DUTIES AND RESPONSIBILITIES:**

- Manage the HMHB Blog including editing and formatting articles from contributing writers, and working with the Graphic Designer to obtain appropriate images and graphics as needed
- Manage regular HMHB e-newsletters, including writing and formatting content in Mailchimp
- Update the HMHB social media feeds on a daily basis with unique, promotional or user generated content, and interact with the HMHB community on those platforms
- Work with Stephanie Greunke to develop creative and unique ideas for HMHB content, including monthly-emphasis topics and ongoing blog series
- Manage the production of phase-two HMHB program content
- Fielding customer-service requests related to the HMHB membership program
- Manage the production of the second HMHB program module
- Assist Stephanie Greunke in the private HMHB Facebook group as needed
- Administration of Memberful, the HMHB membership software
- Work with supervisors to develop ideas and channels to promote and grow the HMHB program/ community

**QUALIFICATIONS AND REQUIREMENTS:**

- Experience with the Whole30 program and advanced understanding of the Whole30 rules and recommendations
- Excellent writing and editing skills

- Well versed in most major digital and social media platforms including Instagram, Facebook, Twitter, YouTube, Pinterest, Mailchimp and Snapchat, with a working knowledge of Wordpress
- Marketing and communications experience a plus
- Demonstrated interest in women’s health, pregnancy health and related topics

**TO APPLY:**

- Submit your resume, cover letter, and your requested hourly rate to [headquarters@whole30.com](mailto:headquarters@whole30.com), subject line “Healthy Mama Happy Baby Content Manager”
- Submit a mock resource for the HMHB community (pick one):
  - a social media post for the HMHB Instagram or Facebook feed, featuring content relevant to information previously published on the HMHB blog at [mamas.whole30.com](http://mamas.whole30.com).
  - A list of sample blog post topics or an idea for a blog series relevant to the HMHB audience.