

# A D E L A N T E

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## ***Connection and Content Manager***

Adelante Shoe Co. is looking to hire a Connection and Content Manager to join our growing, vibrant, mission-based company.

### **Overview:**

As Connection and Content Manager you will be responsible for bringing our brand values to life.

Your primary role will be to facilitate, through video, a one-to-one connection between our craftsmen and their client. During the shoe crafting process, you will create, translate, and ultimately transmit, videos that are intended to develop a connection between craftsman and customer. You will be responsible for working with the craftsmen to engage them in the process. As such, it is imperative that the Connection and Content Manager is an adept communicator, conscious of culture, and capable of working across different socio-economic groups.

In addition, you will work with our US-based Marketing team to provide exceptional photographic assets and content ideas. This content will be used for digital marketing initiatives intended to further engage our customers with the Adelante craftsmen, Guatemalan culture, and the craft shoemaking process. The Connection and Content Manager will provide photography and general copy information about events, people, culture, and geography. While some specific direction will be provided, the Connection and Content Manager must also possess a strong sense of curiosity, always looking to uncover interesting ideas for new content.

### **Responsibilities:**

75% of your time reporting to VP Operations, Guatemala

- Recording, translating, and subtitling personal customer videos

25% of your time reporting remotely to US-based Marketing team

- Providing photography and content as outlined in the digital marketing calendar

### **Qualifications:**

- Creative. Able to bring people, events, and settings to life through photographs and unique content ideas
- Has an eye for creative direction, but also able to implement a given photographic style
- Curious about Guatemalan culture, events, and people
- Self-starter, motivated to contribute
- Ability to plan and manage ongoing weekly, near-term, and long term projects
- Works well with remote, and dual, reporting structure

### **Skills required:**

- Exceptional experience with creating quality photography and videography
- Experience using video editing software
- Fluent in English and Spanish - ability to translate between the two languages

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**Compensation:** 5,500Q / Month. Employee will start as a contractor and after completing a 60 day probationary period will become eligible for IGGS, Planea, and Quilo (private health insurance). 2 weeks of annual paid vacation.

**Instructions:** Please send a copy of your resume, a 1 page cover letter, and an English writing sample to [michael@adelanteshoes.com](mailto:michael@adelanteshoes.com).