



Company Overview

Passionate Penny Pincher is a frugal blog that encourages women to beautifully care for their home, family and finances. With an audience of over one million users each month, we share everything from daily deals on Amazon to simple ways to save at the grocery store, frugal DIY projects, home management tips and menu planning resources. In addition to our blog, newsletter, and social media channels, we run an ecommerce site offering resources including home planners, menu plans, journals and money planning products to help families succeed at their long term financial goals.

Position: PPP Social Media Content Creator

The ideal social media content creator for Passionate Penny Pincher serves customers and readers by creating and sharing consistent, valuable content across Passionate Penny Pincher's social media channels. Like each person on the PPP team, the Social Media Content Creator will focus on serving PPP readers and customers in a way that makes their lives better, specifically by creating fun and unique content to grow the PPP brand while inspiring women with new tips and ideas.

PPP TEAM MEMBERS ARE

- Willing servants
- Innovative
- Intuitive
- Gracious
- Generous
- "Other" focused
- Excited
- Passionate
- Open-minded
- Determined
- Aware
- Not self-absorbed
- Dreamers - always thinking of new ideas
- OBSESSED with our readers

At Passionate Penny Pincher, we constantly think of ways to make the lives of our readers and customers better, and strive to make them feel valuable, worthy and included. The products we create and affiliates we promote help them see success in their day-to-day lives, whether it's

buying toilet paper from Amazon easily at a great price (success!), checking off their exercise box for the first time ever, or making dinner for their family.

At our core, Passionate Penny Pincher team members are all cheerleaders for our audience even if in a very small way, working to serve them daily.

PPP Social Media Content Creator

- Represents the PPP brand across all all social media channels, including but not limited to Facebook, Facebook groups, Instagram, Tiktok & Youtube, by creating unique and fun content to encourage and inspire women to beautifully care for their homes, families and finances each day
- Works with PPP team members to create a minimum of two to three short-form videos each week to be used on Instagram, Facebook and Tiktok. A few examples of videos would include recipe ideas, DIY projects, home cleaning and maintenance tips, frugal clothing reviews in addition to product promotion (we have plenty of videos to take around here!) These would initially be done in-person at the home office in Nashville, TN
- Helps identify trending patterns in social media and tests them with our audience.
- Works with PPP team to post content to Instagram stories and feed
- Works with PPP team to post content to Facebook feed
- Tracks metrics across social media platforms and brainstorms new content ideas based on content that is resonating well
- Helps identify and cultivate relationships with potential PPP product affiliates
- Is willing to take video in stores if necessary

The ideal candidate:

- Is goal oriented and excited about testing new ideas on social media
- Loves social media and is familiar with Facebook, Instagram, Tiktok & Youtube
- Has basic photography and videography skills, especially as they relate to social media channels
- Has excellent writing skills
- Types 60+ WPM
- Has hands on experience with social media management
- Is a problem solver & critical thinker
- Desires to serve those in the PPP community
- Is familiar with the Passionate Penny Pincher brand, or willing to learn
- Enjoys serving others and building community
- Is willing to do some on-camera work (not required, but definitely a bonus!)
- Is located in Nashville, Tennessee and works at the home office in person 1-2 days per week (approximately 3 hours per day)

