Contact: Rich Vinhas vinhaisr@gmail.com

Number of positions: Up to 3

Non-Paid

Background:
- Q1 has concentrated on standing up SideHustle.com, which focused on establishing vision, brand identify, business model, infrastructure, baseline content, staff, etc.
- Q2 will focus on refinement, scaling and expansion.

Roles & Responsibilities (percentage break down below is approximate allocation of time per candidate)
- I am flexible on the total time each candidate can commit. Just need to know exactly how much that will be so I can plan accordingly):

Business Strategy (25%)
- Develop content release pipeline (articles to start) that's on brand and designed to attract maximum traffic based on data analytics.
- Develop site search engine optimization strategies
- Identify "outside the box" partnerships and collaborations with various businesses and influencers
- Identify opportunities for site differentiation vs. competitor landscape. Includes ad-hoc research on various technologies to bolster the site's capabilities.
- Entrepreneurial mindset, broad business curiosity and deep research capabilities will be important.

Social Media Engagement (25%)
- Content creation and social media management across Facebook, Pinterest, Twitter and Instagram.
- Heavy emphasis on driving user engagement and building strategic growth across accounts.
- Basic design, strong writing and relationship building skills will be important.

Content Creation (50%)
- Development of 100 pieces of article content across the sidehustle.com (50 pieces per candidate) over the 4 month period, which equates to about 3 pieces (about 300 - 500 word count) per week. Nice baseline responsibility each candidate can do on their own time, week over week, as a complement to the other details mentioned above.
- Strong web research, writing and editing skills will be important.

What I can promise

I want candidates to get a lot more out of the opportunity than just managing a business blog. In addition to the experiences they'll gain from the details above, here are some of the broader benefits I can provide:
- **Perspective:** Provide them with career guidance and introductions wherever I can. As a point of reference, I run a consulting practice of 100 people and a $50m book of business across financial services industry and have a number of connections I can tap into.

- **Coaching:** I'm also a people leader in my firm, so coaching is an important part of my role, especially when it comes to inspiring and preparing type-A personalities to take on more. I still live in CT, even though I travel a lot, and would be happy to take them out to dinner at regular internals to discuss the work, answer any work or career questions and see how I can practically help them.

- **Opportunity:** If the candidates demonstrate actual "consulting" potential, including work ethic and the right attitude in this project, I will gladly make the effort to tee them up for job interviews at my firm when they graduate.

- **Start-up Exposure:** My business partner is a world-class entrepreneur and investor. He retired at the age of 37 after selling a couple of his companies and is currently working on his next venture (it’s called Squeeze) that might end up being bigger than any of his prior businesses combined. He’s got the Midas touch, and is one of the primary reasons I got involved in this project (it was his brain child and he put up the initial seed funding). I did this to get access to his brain and broader relationships, which is something I can't personally put a price tag on, which is why I'm personally excited about the upside here.

- **Access:** Not only will I be able to introduce the candidates to him, I will also share the pitch deck I assembled for him to prove he should partner with me on sidehustle.com. It was a bold move as he's never had a partner in his life. The in itself would be a valuable case study for these candidates to learn from.