

Proposed Technical SEO Copywriter Pathways to Success

Overview:

These Proposed Pathways to Success are designed to help Technical SEO Copywriters advance within Channel Bakers. This is achieved through stellar performance on accounts and building harmonious relationships with clients.

Training Resources:

Leadership training materials are available through a series of training videos featured on Absurd University—free of charge for all Channel Bakers employees, or a LinkedIn Learning Premium Membership for a fee.

Cost for LinkedIn Premium Membership:

Monthly (individual)	\$39.00/month
Annually (Individual)	\$323.88/year (\$26.99/month)

These training platforms are beneficial for building the leadership skills needed to work with teams and stakeholders. These materials also serve as helpful professional development tools to enhance the employee's overall knowledge and competence of day-to-day changes that may occur within the industry and organization.

Suggested Pathways:

Lead Copywriter & CO-Project Manager: Level 1

In this role, the copywriter will be elevated to leadership as it pertains to copy and professional relationships surrounding this account. The stakeholder will have direct contact with this copywriter and the copywriter will take over as (PM) for this account (since they have formed a relationship). The current company Project Managers will still maintain control of all client accounts and assignments, However, this Copywriter will support the primary Project Manager by acting as a helping hand and being the leader of one or more particular accounts.

Benefits:

- Provides management experience
- Creates continued drive and satisfaction

Requirements for this role are as follows:

- A stellar track record with specific accounts (i.e. HP or Sanofi) equates to that copywriter *only*, handling those accounts on a regular basis.
- In addition to this, if a writer is mentioned three or more times in our #weekly-wins company slack channel, they will be offered incentives such as an Amazon gift card or a bonus.
- Continued great work on a particular account will advance this writer to PM status for this account (at the discretion of the department heads)—meaning not only will they write the copy for the client, but they will also lead kick-off meetings with clients and be elevated to the title of Lead Copywriter & CO-Project Manager-Level 1 for “HP” with this promotion, there will be 5% increase in salary. The more accounts that this writer could potentially control, the higher their PM level and Pay increase by an additional 5% until it is capped. Thus, keeping the copywriter happy and keeping them constantly growing in leadership skills and upward momentum.

Creative Copy Lead:

This role is designed for the copywriter to still work on their particular accounts but segway from a technical role into a creative role. This is ideal for the copywriter that’s chomping at the bit to work collaboratively on high-profile projects such as commercials and voiceovers while still writing fulfilling and converting copy.

Benefits:

- Allows writer to tap into their creativity
- Allows writer to take on a leadership role
- Encourages growth from one concentration into another that may be more suitable to their desires

Requirements for this role are as follows:

- In addition to the copywriter’s Technical SEO Copywriter role, the copywriter will also handle all copy for creative images related to their particular accounts.
- The copywriter will have the opportunity to pitch video and voice-over scripts.
- After three successful voice-over projects and video projects, the copywriter will work with the creative design team in a permanent capacity and have the chance to work on more commercial and promotional projects for a variety of accounts and fewer DPO copies on a trial basis.
- After 30 days, the writer is offered the position of Creative Copy Lead for the Creative Department. This promotion comes with a 15% pay increase, thus keeping the writer stimulated and on a path to upward mobility.

Lead Account Copywriter- Level 1:

Lead Account Copywriter- Level 1 is similar to the Lead Copywriter & CO-Project Manager- Level 1 role with the exception that there are fewer duties. The copywriter will still write all the content that pertains to their designated account and only that writer is permitted to do so. Therefore, the Copywriter is deemed the Lead Account Copywriter-Level 1. The copywriter also has the chance to become Lead Account Copywriter of other accounts which would increase their level to 2 and so on. Continued level promotions will continue to increase their pay (caps at Level 3). This copywriter will handle every single asin and creative design copy material for this client before working on any new accounts. Other writers can be given accounts that the Lead Account Copywriter can not realistically add to their schedule.

Benefits:

- Allows the copywriter to take baby steps into leadership
- Provides a feeling of upward momentum and value

Requirements for this role are as follows:

- A stellar track record with specific accounts i.e. HP or Sanofi equates to that copywriter handling those accounts on a regular basis.
- In addition to this if a writer is mentioned three or more times in weekly wins they are offered incentives such as a gift card or a bonus.
- The Ultimate promotion to Lead Account Copywriter will result in a 5% salary increase and continue with each level promotion until it is capped (caps at Level 3)

Technical SEO Copywriter Pay Increase:

A Technical SEO Copywriter with a stellar track record of success after one year's time has the opportunity for a salary review. This review process will be done with the head of the Creative Department, Brad Malm. If Brad finds that the copywriter has exceeded expectations in the last year based on a checklist of happy clients, weekly win mentions, and meeting deadlines consistently, then that copywriter is eligible for and will receive a 5% salary increase and will continue to do so until it is capped or the copywriter is promoted into another position that aligns with their pathway desires and qualifications.

Summary:

This Proposed Pathway to Success was created to give the Copy Team opportunities for advancement! Here at Channel Bakers, we exist to help companies grow the dough while still having fun in the kitchen. What's the secret to our continued success? Amazing and inclusive company culture as well as a diverse team of happy bakers. Though growing our clients' dough is our commitment, keeping our employees stimulated, fulfilled, and constantly evolving is paramount. Along with our outstanding benefits and one-of-a-kind company culture, we've also

implemented growth opportunities to give our employees their time to shine and celebrate their success. It is our goal to utilize our employees' skillsets in all possible avenues to continue their overall upward momentum. At the end of the day, we're better together and happy employees stay together!