

Content Manager and Creator (Contractor Position)

FLFE Innovations Corp. (FLFE) is a fast-growing consciousness technology company based in Nelson, BC. FLFE offers a subscription-based service that activates a high consciousness field around an object or a property. It increases the quality of life, including personal growth, reduced anxiety, better sleep, EMF (Electro-Magnetic Fields) mitigation, etc. FLFE accomplishes this by activating a high-consciousness field that supports enhanced energy, leading to optimal health and increased mental freedom.

The Mission

FLFE's mission is to support the optimal conditions for the evolution of consciousness in an economized society. One of the ways we express that at FLFE is by exploring Business as a Spiritual Path.

Key Responsibilities

- The Content Manager and Creator is a proactive and creative individual with a strong understanding of social media trends and the ability to create impactful, engaging content. This role focuses on positioning FLFE at the forefront of the consciousness and wellness community by growing FLFE's audience, engagement and referral traffic across key social media platforms.
- The ideal candidate will be capable of using leading-edge video content techniques to simplify and personify FLFE's research and service offerings in a way that resonates deeply with audiences. This candidate will be highly experienced in social media management, content creation, video editing, storytelling, and trend-based engagement strategies.
- The Content Manager and Creator will develop original content (70-80%) designed specifically for each platform while repurposing high-performing material (20-30%) to maximize impact across audiences
- This individual will collaborate with the Marketing Director to ensure content aligns with FLFE's brand voice, keeping audiences engaged and eager to return, curious about what will be posted next. The role also aims to assist the Director of Sales and Marketing in achieving greater levels of conscious control of growth—profitable growth that requires minimal involvement from co-founders—allowing the Marketing Director to focus on high-level activities that support FLFE's broader vision.

- The ideal candidate will be comfortable coming into the office to film content, using staff members who are willing to participate to create engaging, purpose-driven material. This person will also solicit and advise on new content ideas from external sources to expand FLFE's reach and collaborative impact.
- This position will begin as a contract role, with a path to becoming a permanent part-time position and the possibility of full-time permanent employment. If the candidate seeks full-time hours, they may have the opportunity to take on additional roles, such as Customer Relationship Specialist (CRS) or other internal responsibilities.

Your Purpose

You'll be instrumental in communicating how FLFE's consciousness technology transforms lives while experiencing your evolution through Business as a Spiritual Path. This role transcends traditional content creation – it's an opportunity to align your creative gifts with a higher purpose.

Core Creative Responsibilities

Strategic Storytelling

- Create compelling content that brings to life how high-consciousness fields enhance daily living.
- Develop clear narratives around personal growth, improved sleep, EMF mitigation, and enhanced focus.
- Share authentic customer success stories that demonstrate real-world transformations.
- Translate scientific research and consciousness concepts into relatable, engaging stories.
- Design content series that progressively deepen understanding of consciousness technology.

Content Creation and Strategy

- Develop original, trending, TikTok-forward content that simplifies and personifies FLFE's research, services and benefits.
- Build a content calendar aligned with FLFE's goals, achieving a balance of 70-80% new content and 20-30% repurposed content.
- Create engaging video content, ensuring proper formatting, subtitles, and cross-platform optimization.

- Use storytelling techniques to make FLFE's complex services relatable and accessible.
- Monitor social media trends, incorporating innovative strategies to keep FLFE's content fresh and relevant.
- Collaborate with the Marketing Director to ensure content is on-brand and aligned with FLFE's mission.
- Film content in the office, leveraging staff participation to create authentic and engaging material.
- Solicit and advise on new content ideas from external sources.
- Post content across Facebook, Instagram, X, Bluesky (TBD), and other key social media platforms, ensuring consistency and engagement
- Launch and grow the FLFE TikTok account
- Set and achieve ambitious growth goals for engagement, audience growth, and referral traffic from all active social platforms.

Content Recycling and Optimization

- Repurpose existing content from webinars, podcasts, and interviews into engaging reels, posts, and short-form videos.
- Maintain a content library organization system to easily access and repurpose material.

Audience Engagement and Analytics

- Foster community engagement through relatable, high-impact posts.
- Ensure audience growth through proactive outreach and engagement with individuals in target communities
- Monitor social media analytics to assess performance and adjust strategies for continuous improvement.
- Cultivate an environment where audiences are eager to engage with and return to FLFE's platforms.

Collaboration and Support

- Work closely with the Marketing Director to implement strategic content plans.
- Coordinate with the Partnerships Manager to incorporate referral partner initiatives into content strategies.
- Ensure content integrates seamlessly with FLFE's broader marketing campaigns.

Community Leadership

- Nurture an engaged digital community of subscribers exploring consciousness enhancement.
- Facilitate meaningful discussions around EMF mitigation, sleep quality, and personal evolution.
- Create content showcasing how FLFE subscribers integrate high-consciousness fields into daily life.
- Build authentic connections between long-term subscribers and those new to consciousness technology.
- Develop content that bridges scientific understanding with personal experiences of elevated consciousness.
- Guide conversations around the practical applications of FLFE in homes, offices, and personal objects.
- Share stories of business owners and professionals thriving with FLFE's consciousness support.
- Foster a welcoming environment where subscribers can explore and share their consciousness journey.

Desired Skills and Experience

- Proven experience creating original video content that drives strong engagement.
- Expertise in TikTok-forward and trending content strategies.
- Keeps up to date with emerging trends in video editing, engaging hooks, compelling captions, and the latest social media strategies.
- Proficiency in video editing, graphic design, and copywriting.
- Familiarity with community engagement practices and online trend monitoring.
- Ability to distill complex information into relatable, engaging content.
- Strong organizational skills and the ability to manage multiple content streams effectively.
- Knowledge of social media analytics and performance optimization techniques.
- Demonstrates exceptional teamwork and collaboration skills.
- Has a growth-oriented mindset and can integrate constructive feedback professionally.

Requirements

- Eligibility to work in Canada is mandatory; shall be a Canadian citizen or a permanent resident

- High School Diploma or equivalent; Business courses or bachelor's degree preferred
- Fluency in English; knowledge of other international languages would be an asset
- Basic technology skills including Email management, Web Navigation, Word processing, Typing Speed of 30 wpm, File Management, Video Conferencing (Zoom/VSee/Skype), & MS Office
- Social Media savvy, comfortable using Instagram, Facebook, Twitter, and LinkedIn.
- Experience in a customer-facing position and a user-level understanding of CRM software
- Excellent communication, time management, and organizational skills
- Understand and accurately convey complex scientific, metaphysical, or esoteric concepts
- Positive and friendly attitude with the ability to collaborate with the team.
- Comfortable discussing topics such as consciousness, spirituality, meditation, and personal development
- Critical and holistic thinking to align work with company values and goals
- Willingness to learn, grow and expand your role as the company evolves
- Desire to explore "what is in the highest and best interest of all creation."
- Shall be a loving presence in the lives of the subscribers and the lives of the fellow employees

This is what we offer

Join a rapidly growing, stable organization that offers a range of career development opportunities. Besides competitive pay, the perks include:

- Flexible Work Hours as agreed with your supervisor (Team Lead)
- Complimentary FLFE subscription for Home & Phone
- Friendly work environment, Office Pantry with organic tea and coffee
- Comprehensive training in a variety of job skills and an opportunity for career development/advancement.
- Opportunity to bring all of yourself to work, to bring your spiritual approach to life to your job and explore that with your coworkers and customers. This is an opportunity to work for a company that is consciously and measurably increasing the consciousness of the planet



Job Location & Relocation

Nelson, B.C.: Nelson sits on the West Arm of Kootenay Lake, nestled in the Selkirk Mountains of southeastern British Columbia, in the beautiful West Kootenay region. [Click here](#) for more information. The Relocation package is not available for this role.

Business as a Spiritual Path

We conduct business as a nondenominational spiritual practice to the best of our ability. Please share your experience of the spiritual path and how you think it may fit with ours after reviewing our website (www.flfe.net) and perhaps listening to some of the webinars.

How to Apply

If you resonate with our mission and are eager to contribute, please email your application to contact@flfe.net detailing how your experience and spiritual journey align with ours and why you are most suited for this role.