

Role

Persona

Position	Salary	Creative	Execution	Analytical	Alternate Roles
Copywriter	\$40 - 90k				Public Relations, Social Media
Website Content Writer					Public Relations, Social Media
Public Relations					Public Relations, Social Media
Social Media	\$30 - 70k				Public Relations, Social Media
Search Engine Marketing / SEO	\$50 - 90k				Public Relations, Social Media
Sales / Networking	\$40 - 100k+				Public Relations, Social Media
Public Relations	\$50 - 100k				Public Relations, Social Media
Market Research	\$70 - \$100k+				Public Relations, Social Media

- Write compelling headlines and descriptions for website tour descriptions.
- Write engaging, creative long-form blog posts describing destinations.
- Capture the excitement and experience of traveling with Euro-Tours in print catalogs, brochures, and online.
- Write headlines and body copy for Facebook and Google ads.

- Develop exciting and eye catching press releases that generate interest by online and print media.
- Engage with blog authors and facilitate guest blog posting.

- Post to Twitter at least 3x per day.
- Post to Facebook at least 3x per day.
- Increase followers by 100% by end of year.
- Respond to Blog reader comments within 6 hours of posting.
- Maintain company Facebook page and update with seasonal offerings.
- Manage 100+ pages of website content, ensure grammatical accuracy.
- Develop editorial calendar for the year.

- Generate at least 3 print stories featuring Euro-Tours by year's end.
- Promote Euro-Tours' offerings on travel websites - at least 6 featured posts by Q3.
- Tweet directly to the travel press on an ongoing basis.

How to use this guide: First, determine the primary role you need in your business. Then, determine the primary persona for this position (Creative, Execution, or Analytical). Under the primary persona column, list the key functions of the position. If you have secondary persona needs, list the job duties associated with that persona. Remember: pick no more than 2 personas per role.

If you're looking to hire an employee to fill multiple roles, first make sure that the roles are listed in the "alternate roles" column of the primary job you're hiring for. Also, make sure that your secondary role's persona aligns with the primary position (in other words, if you hire a creative persona for one position, the employee's focus will most likely be creative in their secondary role).