

"Your One-Stop Hub for Marketing & Talent."

BINTU'S ART AND EVERYTHING

RECRUITMENT & MANAGEMENT PROCESS



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INTRODUCTION

Bintu's Art and Everything specializes in helping businesses hire, train, and manage top-tier social media managers, digital marketing manager and website manager. Our process ensures that you not only get a qualified professional to handle your brand's online presence but also receive ongoing support and performance management to guarantee results.

This document outlines how our hiring and management system works, the expectations for both businesses and managers, and the support structure in place to ensure long-term success.



MISSION:

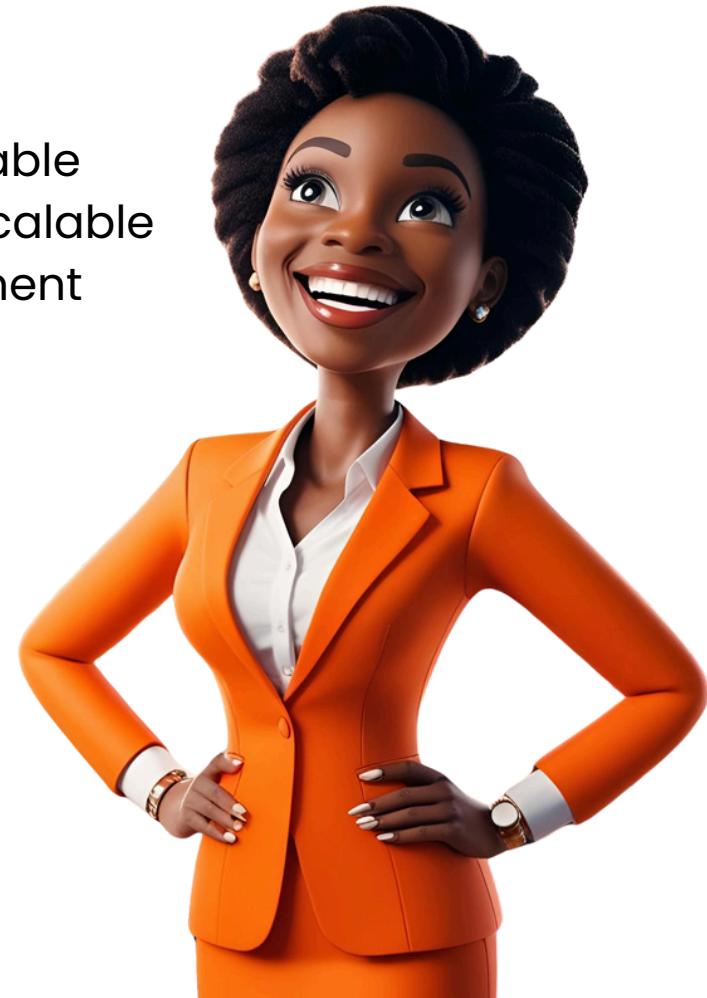
Bintu's Art and Everything helps businesses thrive online by connecting them with highly skilled social media managers, digital marketing managers, and marketing professionals. We simplify the hiring process, deliver expert training, and provide ongoing performance management to ensure consistent and measurable results.

VISION:

To be the go-to agency for businesses seeking reliable and results-driven digital talent—building strong, scalable online brands through expert marketing, management and strategic support

CORE VALUES:

Excellence, Innovation, Reliability, Collaboration, Integrity, and Impact — guiding every marketing move we make.



OUR SERVICES

1. BRAND DEVELOPMENT & STRATEGY

- Brand Identity & Positioning
- Logo Design & Visual Identity
- Business Storytelling & Messaging
- Market Research & Competitor Analysis

2. DIGITAL MARKETING & SOCIAL MEDIA MANAGEMENT

- Social Media Strategy & Execution (Instagram, Facebook, LinkedIn, Twitter, TikTok, YouTube)
- SEO & Content Marketing
- Email Marketing & Lead Generation
- Paid Advertising (Meta Ads, Google Ads)



3. CONTENT CREATION & COPYWRITING

- Blog & Article Writing
- Website & Social Media Copy
- Scriptwriting & Storytelling
- Ad & Sales Copywriting

4. CREATIVE DESIGN & MULTIMEDIA

- Graphic Design (Flyers, Banners, Brochures, Business Cards)
- Basic Video Editing
- Building & Managing Websites



5. BUSINESS DEVELOPMENT & CONSULTING

- Virtual Assistance & Administrative Support
- Business Process Optimization
- Client Relationship Management
- Growth & Scaling Strategies



OUR PROCESS

INTERVIEW & SELECTION PROCESS

The hiring process begins with a structured interview and assessment to determine your suitability for the role. The steps include:

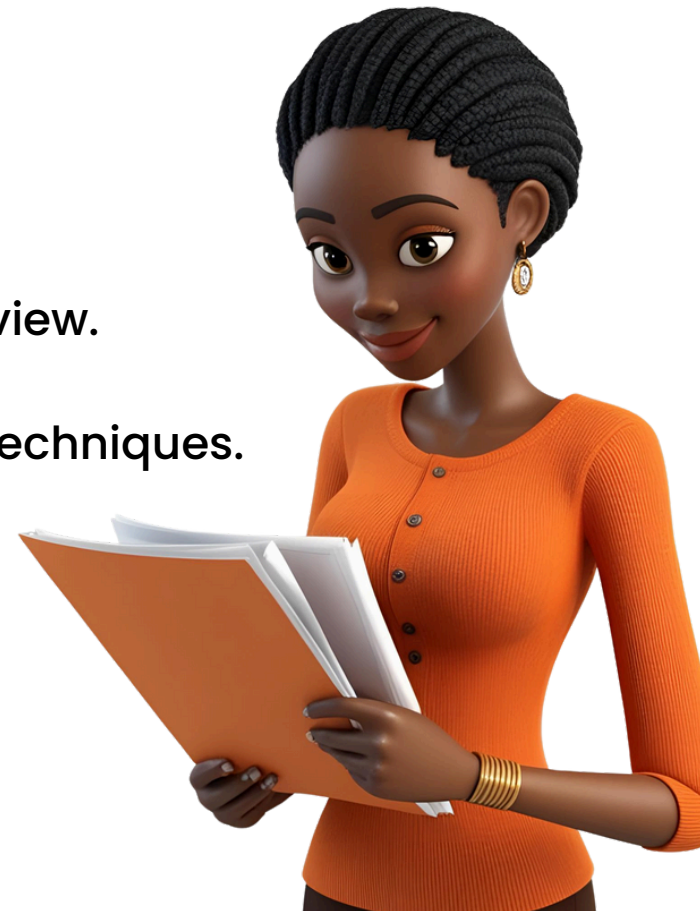
Step 1: Application & Screening

- You submit your application, including your resume, portfolio, and past work experience.
- We review your skills, experience, and knowledge of the position you are applying for.

Step 2: Virtual Interview

Selected candidates will be invited for a virtual interview.

- To discuss your experience.
- Content strategy, engagement & management techniques.
- Your familiarity with tools like Meta Business Suite, Canva, Google Workspace, and scheduling tools.



Step 3: Practical Assessment

Shortlisted candidates must complete a practical test, which may include:

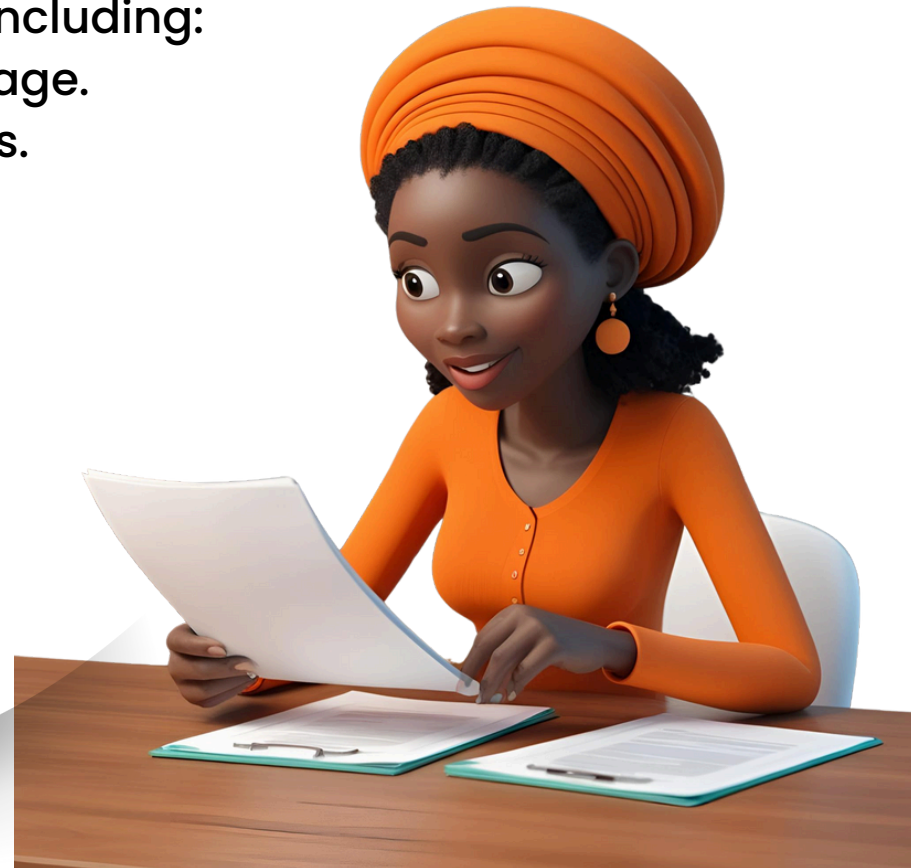
- Conduct a brief analysis of a business's social media presence.
- Take part in any assessments required by the hiring brand, if applicable.

Step 4: Onboarding & Business Assignment

If you pass the assessment, you will be assigned to a business.

You will receive a full onboarding session, including:

- A briefing on the business you will manage.
- Access to necessary accounts and tools.
- A review of reporting expectations and communication guidelines.
- Be added to the WhatsApp Community



EXPECTATIONS & RESPONSIBILITIES

Pre-Employment Analysis & Strategy Development

Before starting active work, you must:

- Go through a business overview with business owner.
- Conduct competitor research to understand the industry landscape.
- Develop a content strategy tailored to the business's brand, audience, and goals.

Daily & Weekly Responsibilities

Once strategy has been thoroughly reviewed, you must:

- Create and post content according to the approved weekly content calendar.
- Engage with followers by responding to comments and messages.
- Monitor analytics and track post-performance.
- Report daily and weekly on activities and outcomes.



Communication & Reporting Structure

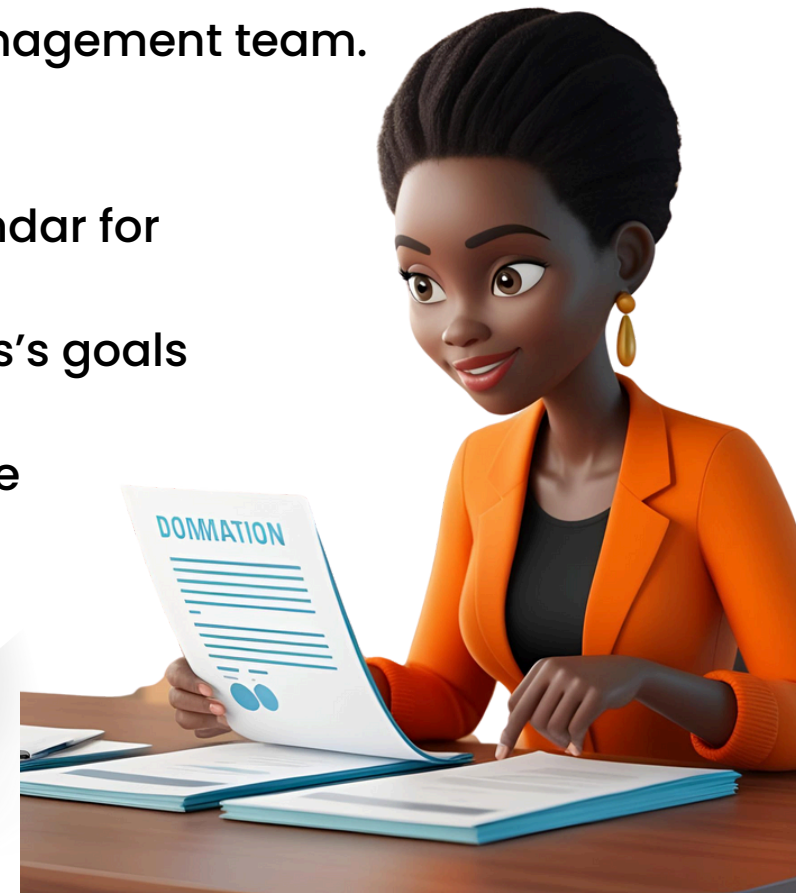
1. WhatsApp Group Participation

To ensure transparency and engagement, you will be added to two WhatsApp groups:

- General Group: All social media managers must share post links here for engagement and support from other team members.
- Private Business Group: This is where you communicate directly with the business owner and our management team.

2. Content Approval & Execution

- Every week, you must submit a content calendar for approval.
- All content must be aligned with the business's goals and branding.
- You are responsible for executing posts at the right time based on the approved schedule.



3. Daily & Weekly Reporting

- End-of-Day Report: At the close of every business day, you must provide a summary of tasks completed.
- Weekly Report: This includes:
 1. Engagement statistics (likes, shares, comments).
 2. Follower growth and reach.
 3. Adjustments to strategy based on analytics.
 4. Challenges encountered and solutions applied.

4. Monthly Performance Review

A performance evaluation is conducted monthly to:

- Review analytics and engagement levels.
- Identify strengths and areas for improvement.
- Adjust the content strategy as needed.



WORKING CONDITIONS & PAYMENT STRUCTURE

WORK SCHEDULE

- **Hybrid/Remote Roles:** Onsite two days a week and remotely for the remaining three days.
- **Onsite Full-Time Roles:** Five days a week at the business location.
- Work hours can be determined based on the business requirements.



PAYMENT STRUCTURE – SOCIAL MEDIA MANAGER

- **Hybrid/Remote Role: ₦120,000 per month**
(covers salary and data allowance)
- **Onsite Full-Time Role: ₦150,000 per month**
(covers salary)

Payment Timeline:

- Salaries are disbursed monthly by Bintu's Art and Everything.
- For full-time roles, payment aligns with the business's general staff salary schedule.



JOB DESCRIPTION – SOCIAL MEDIA MANAGER

Role Overview:

The Social Media Manager will be responsible for creating, curating, and managing content across all social media platforms, including TikTok, Instagram, Facebook, X and YouTube. Manage social media advertising campaigns, community engagement, and influencer partnerships to boost brand awareness and drive growth.

- Develop and execute a tailored social media strategy.
- Create visually appealing graphics and short-form videos for TikTok, Facebook, Instagram, X, and YouTube that align with brand aesthetics.
- Design engaging promotional materials, including product features, tips, testimonials, and seasonal campaigns.
- Host live Q&A sessions to engage the audience in real time, answer questions, and build brand trust across social media platforms.
- Manage content scheduling and posting to maintain a consistent online presence.

JOB DESCRIPTION – SOCIAL MEDIA MANAGER

- Engage with followers, respond to inquiries, and foster a strong online community.
- Plan and run targeted social media ad campaigns on Meta (Facebook & Instagram), TikTok, X, and YouTube to drive brand awareness, engagement, and sales.
- Monitor ad performance, optimize campaigns, and adjust targeting strategies to maximize return on investment (ROI).
- Collaborate with influencers and enthusiasts to boost brand visibility.
- Track performance metrics and adjust strategies to enhance engagement and conversions.

PAYMENT STRUCTURE – DIGITAL MARKETING MANAGER

- **Hybrid/Remote Role: ₦300,000 per month**
(covers salary and data allowance)
- **Onsite Full-Time Role: ₦350,000 per month**
(covers salary)

Payment Timeline:

- Salaries are disbursed monthly by Bintu's Art and Everything.
- For full-time roles, payment aligns with the business's general staff salary schedule.



JOB DESCRIPTION – DIGITAL MARKETING MANAGER

Role Overview:

The Digital Marketing Manager will be responsible for developing and executing a comprehensive digital marketing strategy across social media, website management, email marketing, and digital advertising campaigns. They will oversee all aspects of the brand's digital presence, from content creation to customer engagement, ensuring consistent messaging and performance across all platforms.

- Develop and execute a comprehensive digital marketing strategy tailored to the industry.
- Manage and optimize social media accounts (TikTok, Facebook, Instagram, X, YouTube) to increase brand awareness and engagement.
- Create visually appealing graphics, videos, and promotional materials that align with the brand's aesthetics.
- Hosting live Q&A sessions to engage the audience in real time, answer questions, and build brand trust across social media platforms.

JOB DESCRIPTION – DIGITAL MARKETING MANAGER

- Plan, launch, and optimize targeted ad campaigns on Meta (Facebook & Instagram), TikTok, X, YouTube, and Google Ads to drive traffic and conversions.
- Maintain and update the website, ensuring seamless navigation, mobile responsiveness and fast loading speeds.
- Publish and manage SEO-optimized blog posts to improve organic search visibility.
- Develop and send out email newsletters featuring tips, promotions, product launches, and brand updates to engage subscribers and boost customer retention.
- Monitor website and social media analytics, tracking key performance indicators (KPIs) to refine strategies and improve results.
- Engage with the online community, responding to comments and inquiries to foster strong customer relationships.
- Collaborate with influencers and brand ambassadors to expand reach and credibility.
- Ensure website security, uptime, and performance by coordinating with developers and IT support.

PAYMENT STRUCTURE – WEBSITE MANAGER

- **Hybrid/Remote Role: ₦250,000 per month**
(covers salary and data allowance)
- **Onsite Full-Time Role: ₦300,000 per month**
(covers salary)

Payment Timeline:

- Salaries are disbursed monthly by Bintu's Art and Everything.
- For full-time roles, payment aligns with the business's general staff salary schedule.



JOB DESCRIPTION – WEBSITE MANAGER

Role Overview:

The Website Manager will oversee the maintenance, optimization, and content management of the website, ensuring that it is user-friendly, secure, and optimized for both search engines and conversion rates.

- Maintain and update the website to ensure seamless navigation and an optimized user experience.
- Publish and manage SEO-optimized blog posts focused on skincare tips, product benefits, and industry trends to drive organic traffic.
- Optimize product pages and landing pages for better visibility and conversions.
- Plan and run targeted website ad campaigns, including Google Ads and display advertising, to attract new visitors and increase sales.
- Create and send out email newsletters featuring tips, promotions, product launches, and brand updates to engage subscribers and boost customer retention.

JOB DESCRIPTION – WEBSITE MANAGER

- Monitor website analytics to track performance, identify areas for improvement, and implement necessary optimizations.
- Enhance website functionality and mobile responsiveness.
- Ensure website security, uptime, and fast loading speeds for a seamless user experience.
- Integrate email marketing tools and lead generation strategies to capture potential customers.

MANAGEMENT & SUPPORT STRUCTURE

Our management system ensures that you are not left alone in your role. We provide guidance, training, and performance monitoring to help you succeed.

ONGOING TRAINING & DEVELOPMENT

If you need improvement in any area, we offer training to enhance your skills. We conduct regular workshops on:

- Content creation
- Social media trends and algorithm changes
- Effective engagement strategies
- Analytics and reporting
- Mentorship on growing your career

Additionally, all social media managers under our program receive free access to Canva Pro and CapCut Pro to enhance their content creation capabilities. These tools help you produce high-quality graphics and video content without additional costs.



QUALITY ASSURANCE & CONTINUOUS IMPROVEMENT

- We actively track your progress and social media performance.
- Our team regularly reviews client feedback and works with you to improve outcomes.
- If performance is consistently below expectations, we provide additional support or consider reassignment.

Probationary Period Clause:

There shall be a probationary period of thirty (30) days commencing from the start date. During this period, the Employee's performance will be evaluated.

Continuation of employment after this period shall be based on satisfactory performance.



CODE OF CONDUCT & COMPLIANCE

CONFIDENTIALITY & BUSINESS INTEGRITY

- You must not disclose any business-related information to third parties.
- You are required to sign a Non-Disclosure Agreement (NDA) to protect the company and clients.

PROFESSIONALISM & ACCOUNTABILITY

- All communication with clients must be professional and respectful.
- You must adhere to deadlines and complete tasks on time.
- If you encounter any challenges, report them immediately to our management team.

CONTRACT TERMINATION & PENALTIES

- Failure to meet performance expectations can lead to reassignment or termination.
- If you breach confidentiality, legal action will be taken.



**LET'S WORK
TOGETHER**

CONCLUSION

At Bintu's Art and Everything, we ensure that you are not only placed in businesses but are also supported, trained, and held to high professional standards. Our structured management system helps you succeed in your role while delivering value to the business you serve.



CONTACT INFORMATION

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**THANK
YOU**