

Creative Strategist

STATUS

HIRING

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CREATIVE STRATEGIST (Pod Leader) — Job Description

Who We're Looking For

We're looking for a **high-performing Creative Strategist based in Latam** who can lead, think strategically, and manage clients confidently.

This person will act as the **owner of a pod of 18–20 clients**, responsible for strategy, communication, and execution oversight.

This Role Is

- ✓ A leader
- ✓ A strategist
- ✓ A client-facing operator
- ✓ A decision-maker

This Role Is NOT

- ✗ A virtual assistant
- ✗ A basic project manager
- ✗ A task executor

Responsibilities

- Lead monthly strategy calls with clients

- Manage 15–20 client accounts (10 clients to start)
 - Create and oversee content scripts
 - Oversee fulfillment pipeline
 - Ensure all projects stay on track
 - Coordinate with production and editing teams
 - Maintain strong client relationships
 - Solve problems proactively
 - Ensure content aligns with performance goals
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Requirements

- Based in Mexico
 - **Fluent in English (required)**
 - Experience in:
 - marketing strategy
 - content creation
 - agency or client-facing roles
 - Strong communication skills (must be confident on calls)
 - Highly organized and system-driven
 - Comfortable using:
 - Notion
 - Google Docs
 - AI tools (ChatGPT, etc.)
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Compensation

- **\$100 per client per month**
- Managing 18–20 clients:
 - ~\$1,800 – \$2,000/month base

Performance Bonus

- **\$100 bonus per client upon renewal (every 4 months)**

👉 Example:

- 5 clients retained → \$500 bonus every 4 months
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Growth Opportunity

- Ability to grow into:
 - Senior Strategist
 - Pod Leader overseeing multiple strategists
 - Head of Strategy

About Madclub Media

Madclub Media is a creative and marketing partner for service-based businesses. We help companies turn their expertise into high-performing content that builds authority, generates leads, and drives real business growth.

We specialize in working with small to mid-sized service businesses—such as law firms, home service companies, and local brands—who don't have an in-house marketing team but want to scale through content and paid ads.

Our approach combines:

- Strategic content planning
- High-quality video production
- Performance-driven marketing

So clients don't just get "content"—they get a system that actually grows their business.

How This Role Fits Into Our Business

The Creative Strategist is one of the most important roles at Madclub.

You will act as the **leader of a pod of clients**, owning their strategy, guiding their content, and ensuring everything runs smoothly from idea to final delivery.

You are the bridge between:

- the client's goals
- the content being created
- and the team executing it

Your role allows the founders to focus on growth while you ensure clients are getting real value, clear direction, and a great experience.

CREATIVE STRATEGIST (Pod Leader) — Job Scorecard

Mission

The purpose of the **Creative Strategist (Pod Leader)** is to **own and lead 15–20 client accounts end-to-end**, driving strategy, leading client calls, collaborating and communicating with editing team and video team and overseeing fulfillment—ensuring clients receive clear direction, strong content, and a seamless experience without founder involvement.

Outcomes + KPIs

Row	Outcome	KPI	Measurement Method	Target	Timeframe
1	Strategy readiness	% of clients with monthly strategy + scripts ready before shoot	Notion tracker	100% prepared	Weekly
2	Strategy call leadership	Calls led confidently without founder support	Call recordings	100% co-led	Monthly
3	Script quality	Scripts approved without major rewrite	Internal review	≥ 85% approved first pass	Weekly
4	On-time fulfillment	% of deliverables on schedule	Notion pipeline	100% on-time	Weekly
5	Client retention	Client retention rate	CRM tracking	≥ 90% retention	Every 4 months
6	Client satisfaction	Client feedback / NPS	Surveys + check-ins	8.5+/10	Monthly
7	Issue prevention	# of fulfillment breakdowns	Internal tracking	< 2 per week	Weekly

Row	Outcome	KPI	Measurement Method	Target	Timeframe
8	Revision efficiency	Avg. revision rounds per video	Frame.io tracking	≤ 2 rounds	Monthly

Key Responsibilities

1. Strategy Leadership

- Lead **monthly strategy calls** with all assigned clients
- Own content direction, messaging, and positioning
- Translate client goals into actionable content plans

2. Scripting & Creative Direction (AI-Assisted)

- Create and oversee scripts for all client shoots using **AI tools (Claude, etc.)**
- Spend approximately **1–2 hours per client per month** on scripting and ideation
- Guide AI outputs to ensure scripts are:
 - clear
 - simple
 - aligned with client goals
- Identify weak, generic, or ineffective content and improve it
- Focus on **clarity and effectiveness over creativity or complexity**
- Ensure scripts are practical and easy for clients to execute on camera

This role is not expected to write scripts from scratch, but must be able to **refine, improve, and direct AI-generated content**

3. Pod Ownership (15–20 Clients)

- Fully own assigned client accounts
- Act as the **leader of the pod**
- Make decisions little to no oversight
- Ensure all accounts are moving forward

4. Fulfillment Oversight

- Monitor pipeline:
 - ideation → shoot → edit → revisions → delivery
 - Ensure deadlines are met
 - Coordinate with:
 - Fernando (producer / videographer)
 - Editors
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5. Client Leadership

- Lead:
 - strategy calls
 - check-ins
 - Build strong relationships with clients
 - Handle feedback and direction
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6. Quality Control

- Review edits before delivery
 - Ensure content aligns with strategy
 - Maintain creative standards
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7. Team Coordination

- Ensure clarity between:
 - production team
 - editing
 - Remove confusion and bottlenecks
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Key Competencies (NON-NEGOTIABLE)

- Fluent English (spoken + written)
- Strong communication and confidence on calls
- Strategic thinking ability (not just execution)
- High ownership mentality
- Extremely organized

- Comfortable managing 15–20 clients
 - Able to work independently and proactively
 - Strong understanding of marketing/content
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Time Expectations

Task	Expected Time
Strategy calls	10–15 hours/month
Strategy + scripting	1–2 hours per client/month
Fulfillment oversight	30–40 hours/month
Client communication	Daily
QC / revisions	10–15 hours/month

Work Schedule

- Monday–Friday
- **9:00 AM – 5:00 PM EST (required)**
- Fully remote