



PROGRAMS AND COMMUNITY MANAGER

About Us:

Meet Northrup Watts LLC. The owners, Kate & Mike, of this exciting company are a successful author, podcaster, and educator who helps ambitious women light up the world without burning out! Our next phase of growth has led us to search for a superstar Programs and Community Manager. Join us and dive into a small yet mighty culture that is described as creative and cozy, who strive for excellence and care deeply about our customers and their experience. With a vision to support hundreds of thousands of women to heal their relationships with money, work, and time, we are enthusiastic team players whose vision and values of the company are personally relevant.

About the Role:

This remote role owns the end-to-end student journey: onboarding → engagement → program progression → retention. You'll manage key migrations, streamline the program library, build an engagement rhythm that actually runs, and deliver clear reporting so we make better decisions faster.

This is for someone who can run both strategy and execution: you don't just recommend improvements, you own them.

What You'll Own:

1) Platform + Content Ecosystem (Circle is the hub)

- Lead migration of priority programs and content from WordPress into Circle (phased, organized, clean)
- Build/maintain Circle structure that matches the student journey (spaces, navigation, naming, pathways)
- Create a single "source of truth" for where content lives and how students move through it
- Coordinate with ops + tech support to implement cleanly (links, redirects, access, permissions)

2) Program Library Audit + Strategic Content Decisions

- Audit all existing programs/courses and categorize:
 - Keep as-is
 - Refresh/consolidate
 - Archive (legacy)
 - Repurpose into bonuses/future offers

- Standardize presentation across the library (thumbnails, descriptions, structure, accessibility, naming)
- Reduce duplicate content and member confusion

3) Retention + Engagement System

- Build a weekly/monthly engagement rhythm inside Circle, live program delivery, and email:
 - New member activation touchpoints
 - Prompts and participation campaigns
 - Clear pathways into next-level offers
 - Simple internal calendars that the team can follow
- Identify participation drop-offs and implement “re-engagement” sequences inside Circle, live virtual touch-points, and email

4) Member Experience Framework

- Tighten onboarding so students know:
 - What to do first
 - Where to go
 - What matters now vs later
- Improve progression through programs (clear “start here” and completion pathways)
- Build completion/offboarding touchpoints that drive:
 - Testimonials
 - Case studies
 - Renewals / continued participation

5) Reporting + Feedback Loop

- Track and report on:
 - Engagement trends in Circle
 - Hot spots and dead zones in content
 - Member friction points
 - Top themes from feedback and testimonials
 - Email open and click through rates for emails to students
 - Attendance on live delivery calls
 - Submission of baseline, 90-day, 180-day, and beyond financial markers
- Provide a monthly “insights + recommendations” brief with next actions

6) Nurture An Engaged Community

- Moderate all live program delivery calls with Kate and/or other coaches and guest experts
 - Open the Zoom room early
 - Play welcome music
 - Admit attendees
 - Moderate the chat

- Provide links, answers, or any other additional resources Kate or attendees may request
- Show up every weekday in Circle and
 - Leave no comment left behind
 - Delete any comments that go against Community Guidelines
 - Engage students with answers that link them back to the curriculum, reminders of where to find support, and enthusiastic support of their wins
 - Screenshot testimonials, file them away to use for marketing, and receive permission according to company's SOP
 - Schedule posts in appropriate Spaces to keep the community engaged (timely challenges, follow-up discussions around live calls, contests and incentives, etc.)
- Look for opportunities to improve student results and experience through expanded content, bonuses, moments of engagement, cross-marketing internal or external programs or products, and other creative ideas
- Write a weekly Relaxed Money Mailer that goes out Sunday morning with a note on the theme we're working with, important announcements, celebration of wins, and anything else helpful or timely to contribute to student results and retention

You're a Strong Fit If You...

- Have led community + member experience inside paid online programs (Circle experience strongly preferred)
- Can manage a content ecosystem (course library, archives, migration, structure)
- Are organized, decisive, and can run projects end-to-end without hand-holding
- Can work with leadership: take direction, challenge assumptions when needed, and deliver clean updates
- Are comfortable building and tracking metrics

Requirements:

- 3+ years in community/membership ops, member experience, or program management
- Circle proficiency (spaces, events, posts, structure, access)
- Experience migrating content (WordPress, course platforms, library organization)
- Strong written and spoken communication (clear, confident, concise)
- Project management skills (ClickUp experienced strongly preferred)
- Experience with the following tools (or similar): Circle, WordPress, Google Workspace, ClickUp, Ontraport, Zoom

Preferred:

- Experience with financial education, healing, or coaching communities
- Copy/content strategy background
- Experience improving retention/renewals in a membership

Why You'll Love Working Here:

- A role with significant impact on the company's success and culture.
- The ability to make a huge difference in our customer's lives and the ability to do work that truly matters.
- Working with a wonderful team of smart, motivated people who are committed to changing the world.
- An environment where your growth is encouraged and supported—professionally and personally.
- We live by our values.

Our Values:

- **We Really Care:** We dig through the customer experience and make it as user friendly, fun, and powerful as possible, and to get them results to transform their lives.
- **Challenge The Status Quo:** We spark ideas to challenge the ways people normally do things.
- **Do Things In The Do Less Way:** We know simplicity creates velocity. We look for ways to make our projects and processes simpler and more elegant because we know that we can have more when we do less.
- **Radical Responsibility:** As a team member, if you have a deadline or deliverable that you are responsible for, then you own it and do everything you can do to move that task forward. If an error is made, you take responsibility for it, for cleaning it up, and for preventing it in the future.
- **We Make Mistakes And We Repair:** We're human. When mistakes happen, we practice honesty and repair. We give one another grace to do the same.
- **Body First Business Second:** We know that the quality of our work is dependent on our wellbeing, physically and otherwise. We put our bodies first so that we can do our best work and live our best lives.

Hours and Benefits Include:

- Full time, M-F, 9am - 5pm ET and occasional evenings and weekends during the 2 big launches every year
- Flexible, remote work. We realize and appreciate you have a life outside of work.
- Free access to all company resources, including all programs and membership resources for the duration of your employment
- Three spots in our flagship program, Relaxed Money, to gift to friends and family each year
- Vacation Time and retirement plans are available.
- Eligibility for one paid day per calendar year to volunteer at a local event or charity of your choice
- And more will be discussed during the hiring process.

Application Instructions:

If you'd like to be considered for this role, please submit your resume to traci@mylovebydesign.com and organize your email with the following:

1. Subject line: Programs & Community Manager
2. Your location and time zone
3. Results of the following two assessments:
 - a. www.16personalities.com
 - b. <https://rocketfueluniversity.com/crystallizer-assessment/>
4. An animated GIF that represents how applying for this position makes you feel. :)
5. Answer the following questions:
 - a. On a scale of 0-10, how familiar are you with Kate Northrup and Relaxed Money? If more than 0, what do you know about Kate/the company?
 - b. Why would you like this role?

If you've applied and we feel it might be a good fit, we'll contact you directly with the next steps.
P.S. What did you tell people you wanted to be when you grew up?

Applications close: March 11, 2026