



THE WELL HOME.

WE ARE HIRING

Head of Content and Community

Building a Media Empire, One Platform at a Time

Show me your home, and I can predict your health.

That's not a metaphor. Where you live shapes how you sleep, how you age, and how long you live. For a century this industry sold beauty and ignored biology. We're here to fix that. The most powerful medicine was never a pill. It's the way we live in our spaces.

The Well Home builds homes engineered to make people healthier and longer-lived, and we intend to make health the way the world builds. This is hard, and it's not for everyone. But if you'd rather change how the world lives than fill another role, keep reading.

ROLE	Head of Content and Community
LOCATION	Washington, DC area preferred for weekly on-site filming. Remote considered case-by-case on experience, plus occasional travel.
COMMITMENT	Part-time, fractional. An individual role, not an agency. Hours scale with scope.
START	Flexible, though we would love to move quickly.
REPORTS TO	Founder & CEO

COMPENSATION

Commensurate with experience. 1099 contractor role. Bonus incentives considered based on defined milestones and goals.

About The Well Home

We are disrupting a dinosaur industry. For decades, home building obsessed over how a space looks and ignored what it does to the people inside it. We are rewriting that.

We are the first firm of its kind, founded by a doctor and designer to prove one idea: your home should be your greatest partner in health and longevity. We design living environments that optimize healthspan, aligning air, water, light, and circadian rhythm with rigorous medical science. We call it Restorative Luxury.

The timing is rare. Wellness has become the single greatest driver of value in luxury real estate: among the most requested features in high-end homes, a proven premium on value, and a market projected to reach 1.1 trillion dollars by 2029. We are early, and we intend to own the category.

The Role

We are looking for a builder to take The Well Home's media presence and turn it into something much bigger: the strategy, the platforms, the community, and the revenue it drives. This is not a content calendar. It is a mini media empire, and you are the founding operator, with a real opportunity to make a name for yourself as you build it.

You will work directly with our Founder & CEO, turning what we are building into content people want to watch, read, and show up for. The strategy and systems start from scratch, but you are not starting from zero: we already have a solid base of newsletter subscribers and thousands of social followers behind us, and your job is to build and grow from there. Every platform, campaign, and audience number you grow here becomes part of your own story too, not just ours. What you will own:

- **Content strategy, end to end.** Develop a cohesive short-term and long-term media plan, with a clearly defined rollout strategy that hits predefined goals and metrics you own and report on.
- **Multi-platform execution.** Create and run content across LinkedIn, Instagram, YouTube, TikTok, and WhatsApp, each shaped for its platform and its audience, not just reposted five times.
- **Podcast and newsletter.** Grow our existing newsletter into a full publication on Substack or Beehiiv, and launch our podcast, turning founder insight and the work we do into a steady drumbeat of content.
- **Events and experiences.** Design and run webinars, guide series, roundtable dinners, masterclasses, and, eventually, an annual summit that brings our community into the same room.
- **Community, not just audience.** Build and grow an engaged, niche community around The Well Home, including direct channels like WhatsApp, people who show up and participate, not just scroll past.
- **Sponsorships and revenue.** Identify and secure sponsors as our audience grows, and treat content and community as a real revenue line and lead-generation engine, not a cost center.
- **AI-powered production.** Use AI to build a workflow that lets one person produce at the output of a small team: content generation, editing, repurposing, and the systems that let it scale without quality drift.

What We Are Asking

In your first 90 days: audit our current presence, including our existing newsletter list and social following, land on a phased content and community strategy with real metrics attached, grow our newsletter into a full publication, and get a content and filming rhythm going with our Founder & CEO. In the months after, turn that rhythm into compounding reach: a niche audience that grows from a real starting base, a community that shows up, and a content and community strategy that pays for itself in leads and revenue. We are asking you to build the media engine, not just feed it.

Who We Are Looking For

This role rests on someone who can be both the strategist and the operator: the person setting the plan and the person hitting record. If you have only ever executed someone else's content calendar, or only advised without ever building an audience yourself, this is not the fit.

- **A proven grower, not just a creator.** Proof of experience and prior work is required. You have real, demonstrated evidence of growing both content and community metrics before, not just producing content that looks good.
- **Fluent in our world, non-negotiable.** You have a genuine, passionate understanding of longevity, wellness, and healthy homes. You can speak the language, communicate what matters, and are not faking it with buzzwords.
- **A player-coach.** You can set the strategy and also be the one filming, editing, and hitting publish. There is no team to hand this to yet. You are the team.
- **Fluent across platforms.** You know how a story changes shape moving from LinkedIn to Instagram to YouTube to TikTok, and you don't just repost the same clip four times.
- **An AI-native operator.** You already use AI to multiply your own output: research, scripting, editing, repurposing, and the workflows that let one person do the work of a small team.

- **Comfortable being the face behind the scenes.** You are comfortable filming and documenting our Founder & CEO on a weekly basis, and shaping raw moments into content people want to watch.
- **Ambitious, self-sufficient, and resourceful.** You do not need a brief to get moving, and you do more with less: no big budget or big team, just a way to make something great happen anyway.

A quick gut check. If you need a content team already in place, a fixed weekly script, or someone else to hit publish, this will not be your place. But if turning a real, existing audience into a media empire, on camera with our founder, sounds like a great problem to have, read on.

Skills & Experience

- **Content and community growth track record.** A portfolio and real numbers that show audiences and communities you have grown, ideally across LinkedIn, Instagram, YouTube, TikTok, and WhatsApp.
- **Subject-matter depth.** A genuine understanding of longevity, wellness, and healthy homes. You can conceive topics, know what our audience actually finds valuable, and turn that into content that converts and engages.
- **Strategic and analytical.** You can build a phased strategy with real milestones and metrics, and you know the difference between vanity metrics and ones that matter.
- **Multi-format production.** Comfortable across video, short-form social, newsletter (Substack or Beehiiv), and podcasting, from concept through publish.
- **Editing software fluency.** Comfortable in tools like CapCut, Descript, GarageBand, and YouTube Studio, and quick to pick up whatever a project calls for.
- **Event and experience technology.** Experience planning and running things like webinars, roundtables, masterclasses, or summits, and fluent and comfortable with the technology behind them, from registration and streaming to production.

- **Growth and monetization.** A deep understanding of digital marketing and audience growth mechanics, plus the ability to identify and secure sponsors as the audience scales.
- **AI fluency.** Deep, hands-on fluency with AI tools for content creation and workflow, used to multiply your output, not just assist it.

What We Value

- **Good humans only.** Integrity, trust, and discretion are the price of admission, not a differentiator. If you cut corners, this is not the place.
- **Proof over pedigree.** We care about what you have built and grown, not where you went to school.
- **Own it.** We are small. There is no one to hide behind and no one to wait for. You will have real ownership from week one.
- **Say the real thing.** We give each other direct feedback to reach the best answer. Egos stay at the door.
- **Enjoy the build.** This is demanding work, and it should be the most fun you have had in a career.

Compensation

This is a part-time, fractional, 1099 role. It is an individual seat, not an agency engagement. Compensation is commensurate with experience, and we will walk through the specifics together. Bonus incentives will be considered based on clearly defined milestones and goals, developed together as part of the strategy you build. Given the access this role has to our founder's voice, unreleased work, and strategic plans, this role requires signing a confidentiality and non-disclosure agreement. If it is a strong fit, there is real potential for this to grow into a full-time seat as it becomes the revenue and lead-generation engine we believe it can be.

How We Will Work Together

Our process is simple and built on proof, not promises.

- 1 Submit your resume, a portfolio or reel of content and community work you have grown, and references.
- 2 We meet, including time with our founder, to get to know each other.
- 3 Strong candidates move into a short, paid trial project, so both sides can test the fit for real.
- 4 From there, you are onboarded and begin building the strategy and rhythm from day one.

Questions We Would Love You To Answer

Please answer in writing. Be specific. We care far more about real examples and numbers than polished generalities. Optional, but we love to see it: attach one real example, a LinkedIn post, a Reels or TikTok concept, or a 30-second video idea, that you would publish for The Well Home today.

- 1** Tell us about a content or community effort you grew from close to nothing. Walk us through the numbers, before and after, and what you personally did to get there.

YOUR RESPONSE

- 2** Imagine you inherit our current base: an existing newsletter list, thousands of social followers, a founder willing to show up on camera weekly, and permission to build a phased strategy across LinkedIn, Instagram, YouTube, TikTok, WhatsApp, newsletter, and podcast. Walk us through your first 90 days.

YOUR RESPONSE

- 3** How do you use AI in your own content workflow today? Be specific. What tools, what tasks, and what does it let you produce that you could not produce alone?

YOUR RESPONSE

- 4** We want content and community to be a real revenue driver, not just a marketing expense. What is one idea for turning an engaged niche audience into leads, sponsorships, or revenue that you would want to try here?

YOUR RESPONSE

- 5 Finally, tell us something a resume would never show. A moment you are proud of, or an obstacle you had to overcome to become who you are. We hire humans, not resumes.

YOUR RESPONSE

References

Please share two to three references, ideally including someone who can speak directly to a content or community effort you grew. We will reach out only with your permission.

NAME	TITLE & COMPANY	RELATIONSHIP	EMAIL & PHONE

How To Apply

Email your resume, a portfolio or reel of work you have grown, and references, along with your written answers above, to

joinus@thewellho.me

We review on a rolling basis and will be in touch if there is a strong fit. Every application is treated in confidence.

This is a chance to build a media empire on top of a real, growing base: the strategy, the platforms, the community, and the revenue it drives, working directly with our Founder & CEO from day one. You will take an audience that already shows up for us into a category that barely exists yet, and your name will be on the work. Your ideas go live in days, not quarters. You will be trusted, stretched, and given real room to build something bigger than what you started with.

A home well designed gives you a life well lived.



Restorative Luxury · Architectural Wellness | The Well Home is an equal opportunity organization.