

## Part-Time Virtual Assistant

**Content, Video Editing, SEO & GEO & AI Optimization**  
**Real Estate Industry | Toronto & GTA**

### Work Type: Remote

Part-time

**10 hours per week | 40 hours per month**

Long-term opportunity for the right candidate

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### About the Role

We are looking for a **highly skilled and reliable Virtual Assistant** to support content production, video editing, SEO & GEO optimization and social media publishing for a Toronto-based Real Estate Broker Serving Toronto & GTA.

This role is **execution-focused**, not strategy-based.

All content ideas, blogs, listings, and direction will be provided.

You will be responsible for **editing, formatting, optimizing, repurposing, and publishing content** across multiple platforms using best practices for **SEO, GEO, and AI visibility**.

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### Monthly Scope of Work (40 Hours Total)

#### Video Editing & Repurposing

- Edit **2 YouTube videos per month** (approximately 10 minutes each)
  - Create **8 short-form clips per video** (16 total per month) for:
    - Instagram Reels
    - YouTube Shorts
    - TikTok
  - Write **SEO, GEO, and AI-optimized titles, captions, and descriptions** for all videos
  - Prepare thumbnails and upload-ready files
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#### Blog Publishing & Optimization

- Publish **8 blogs per month** on WordPress (content provided)
- Format blogs for readability:
  - Headings

- Spacing
    - Images
    - Internal links
  - Add:
    - Meta titles
    - Meta descriptions
    - Alt text
    - Categories and tags
  - Create basic **FAQ sections** from blog content
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### **Social Media Content (MLS Listings & Authority Content)**

- Create **16 social media posts per month** using provided MLS details and photos
  - Write **SEO, GEO, and AI-optimized captions**
  - Resize and format images for multiple platforms
  - Schedule posts across provided social media platforms
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### **Email Marketing Support**

- Create **2 email templates per month**
  - Content will be provided
  - Your role:
    - Format professionally
    - Add images
    - Improve readability
    - Ensure mobile-friendly layout
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### **Required Experience and Skills (Mandatory)**

Please apply **only if you meet ALL requirements below.**

#### **Experience**

- **Minimum 4 years experience** working with:

- SEO fundamentals
- GEO targeting
- Content optimization
- **Minimum 2 years experience** editing:
  - Reels
  - Shorts
  - TikTok videos
  - YouTube videos

### Technical Skills

- Strong knowledge of **WordPress**
- Strong working knowledge of **Canva**
  - Must have **your own Canva Pro account**
- Experience using **ChatGPT Pro and Google Gemini Pro**
  - Must have **your own paid access**
- Understanding of:
  - Meta titles and descriptions
  - Alt text
  - Internal linking
  - Content formatting for SEO

### Tools

- Online scheduling and calendar access will be provided
- Must be comfortable working with shared folders and SOPs

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### Important Notes

- This role is **not for beginners**
- This role is **not for general admin VAs**
- You will **not**:
  - Create strategy
  - Communicate with clients

- Write original blogs from scratch
- Make independent publishing decisions

All instructions, templates, and workflows will be provided.

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### **What We Value**

- Attention to detail
  - Ability to follow SOPs exactly
  - Consistent quality
  - Respect for deadlines
  - Clear communication
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### **How to Apply**

Please include:

1. A short introduction about your experience
2. Examples of:
  - Video editing work (Reels or Shorts preferred)
  - WordPress blog publishing
3. Confirmation that you:
  - Have Canva Pro
  - Have ChatGPT Pro
  - Have Gemini Pro
4. Your **internet speed** and **availability**

Shortlisted candidates will be given a **paid test task**.

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### **Compensation**

- **CAD \$10 per hour**
- Paid monthly
- Long-term role for the right candidate