OPEN ROLE · STRATEGY & DESIGN

YouTube Packaging Specialist

Thumbnails, titles and packaging strategy, the reasons someone clicks. The role starts with packaging and is built to grow into a full YouTube Strategist role.

LOCATION	HOURS	TO APPLY
Remote	Full-time or part-time	Portfolio, intro and an unpaid trial

Watch the position overview video · Apply via Google Form

WHO WE ARE

A Storytelling-First, People-First YouTube Agency

We help creators and businesses grow on YouTube through editing, packaging and strategy. We care about two things above all. First, the people who work with us: contractors, part-timers and full-timers. We want each of them to grow, at work and in life. Second, our clients. We want to help their businesses grow, and for us that means doing excellent work on every project.

What We Care About

- ☐ **Storytelling.** Every video, thumbnail and title tells a story. Story is where we start.
- ☐ **Strategy.** We tie creative decisions to what really helps a channel grow.
- ☐ **Craft.** Pacing, rhythm, typography and composition. Small details add up.
- ☐ **Long-term partnerships.** We want long-term partners, both teammates and clients.

CULTURE & VALUES

What Shapes Us

Our eight core values shape what we mean to do and what we actually do, in projects and in relationships.

01

People

We put people first, as individuals. When each person flourishes, the team and the work do too.

02

Beauty

We want to make beautiful things, even on the internet, in every project we touch.

03

Charity

Other-centred love that isn't earned. We put the other person first.

04

Humility

An honest view of ourselves, without pride. It starts in the heart, not in how we act.

05

Integrity

Wholeness. We want our work to help us live integrated, whole lives.

06

Story

Story can set the world on fire. We use it to bring goodness and beauty.

07

Kaizen

Getting a little better all the time, as people and in our work.

08

Fun NEW

We take the work seriously but not ourselves. Joy, play and good humour make better ideas and better teams.

THE ROLE TODAY

Own the Click: Thumbnails, Titles, Packaging

You'll understand how YouTube works: what makes someone stop scrolling, what makes them click, and how the thumbnail and title set up a promise the video then keeps.

For now the role is focused on **thumbnail design, title strategy, packaging and analytics** for our clients' channels. You'll work closely with our editors and strategists so the packaging and the story work together.

Core Areas

01 **Thumbnail design.** Clear, story-driven concepts that work at small sizes.

02 **Title strategy.** Curiosity, clarity and search, written as a pair with the thumbnail.

03 **Packaging.** The full promise: concept, thumbnail, title and the first 30 seconds.

04 **Analytics.** Reading CTR, impressions and A/B results, and acting on them.

WHERE THIS ROLE GOES

From Packaging to Full YouTube Strategy

STAGE 1 · NOW

Packaging Specialist

- Thumbnail design and concepting
- Title writing and strategy
- A/B tests on packaging
- CTR and impressions analysis

STAGE 2 · NEXT

Ideation & Testing

- Video ideation and outlier research
- Planning A/B/C tests
- Reading and explaining channel data
- Shaping hooks and openings with the team

STAGE 3 · THE GOAL

YouTube Strategist

- Scripting and story structure
- How story shapes retention
- Pacing, rhythm and edit notes
- Managing projects and client relationships

We're hiring for Stage 1. If you're curious about how ideas, scripts, visual storytelling and data fit together, there's a clear path to grow into the full strategist role with us.

DAY TO DAY

What You'll Do

01 Design story-driven YouTube thumbnails that earn the click and stay true to the video.

02 Write and test title options, pairing each title with its thumbnail.

03 Research niches, competitors and outliers to find packaging angles that work.

04 Run and review thumbnail and title A/B tests, then feed what you learn back into the work.

05 Read channel analytics (CTR, impressions, AVD) and turn them into clear recommendations.

06 Work with editors so the opening delivers on the packaging's promise.

07 Build visual style guides for client channels.

08 Over time, take on ideation, scripting input and client strategy.

WHO WE'RE LOOKING FOR

What We're Looking For

01 A portfolio of YouTube thumbnails, ideally with the results they got.

02 You understand YouTube: why people click and how packaging, retention and the algorithm connect.

03 Strong visual storytelling, composition, typography and taste.

04 Good with words. You can write titles that are clear, curious and honest.

05 Comfortable with data. You can read analytics and explain what they mean.

06 Intermediate or better in Photoshop and/or Figma, and a collaborative, growth-minded attitude.

Bonus Skills

- [ ] Experience with YouTube's built-in A/B testing or similar tools.
- [ ] Experience with scripting, hooks or video ideation.
- [ ] A feel for pacing and retention in the edit.
- [ ] Experience managing creators or clients.

THE TRIAL TASK · UNPAID

Package One of Our Client Videos

01 **Get the footage.** Package *Arctic vs Antarctica*, a travel vlog we made for a client. Pull stills and expressions from the footage. Open the footage folder

02 **Ideate.** Research the niche and competitors, then find your packaging angles.

03 **Thumbnails.** Design 2 or 3 finished concepts (1280×720), plus rough sketches if you have them.

04 **Titles.** Write 5 to 10 title options and mark your top pick for each thumbnail.

05 **Record a Loom** (5 to 10 minutes) walking through your thinking, designs and choices.

06 **Show past work.** Include packaging you've done for other clients, with results if you can. Submit it all through the application form. There's no due date.

What We're Looking At

- [ ] Strategic thinking: why this angle, for this audience?
- [ ] Does each thumbnail and title tell one story together?
- [ ] Is it clear at small sizes: on mobile, in the feed, at a glance?
- [ ] Do the packaging and the video match, so the promise is kept?
- [ ] How clearly you explain your process on the Loom.

This trial is unpaid. Keep it focused, since we care more about your thinking than polish. The full brief is in the trial document. Open the trial brief

HOW TO APPLY

From First Look to First Project

1

Watch the overview

Watch the walkthrough video to see the role, our culture and the trial.

2

Apply

Fill in the Google Form with your portfolio, a short intro and your trial.

3

Trial task

Package one client video: research, thumbnails and titles, plus a Loom walking through your thinking.

4

Review

We review every submission and reply within 1 to 2 weeks if it could be a match.

5

Interview

A video call to get to know you, your journey and how you work.

Application Form

Apply via Google Form

Overview Video

Watch the overview video

Trial Brief

Open the trial brief

WHY WORK WITH US

More Than a Gig. A Place to Grow.

We care about the whole person. We want a team where people work together, give honest feedback and keep getting better, both professionally and personally.

Remote | Full-time or part-time | Long-term work | Real client channels

01 Join a storytelling-first creative team that values craft and creativity.

02 Flexible, remote-friendly work you can fit around your life.

03 Room to build a long-term working relationship and grow in it.

04 A clear path from packaging into full YouTube strategy, on real client channels.

Apply via the Google Form

Questions? Email johnhague@jhaguemedia.com