

THERAPY IN THE GREAT OUTDOORS (TGO) is hiring!

Online Business Manager

Remote · Independent Contractor (1099)

therapyinthegreatoutdoors.com

ABOUT THERAPY IN THE GREAT OUTDOORS

Therapy in the Great Outdoors (TGO) is an online education and community platform founded by Dr. Laura Park Figueroa, the creator of the ConTiGO Approach and founder of Outdoor Kids OT, one of the original and most recognized nature-based pediatric occupational therapy practices in the United States.

TGO exists to support the growing movement of nature-based pediatric therapists worldwide. The platform brings together a free online community of 1,100+ therapists, an AOTA-approved certification program that has trained 175+ practitioners internationally, a 100-episode podcast, and a 3,600-person email list, all built around a shared commitment to getting kids outdoors as a foundation for healing and growth.

The business currently generates approximately \$60,000 per year with minimal active promotion, running three certification cohorts annually from a handful of emails to its waitlist. Laura has been focused on scaling her therapy practice over the past two years, leaving significant growth potential on the table. TGO is a warm, established business with a loyal audience and real upside for an operator who is ready to focus on it fully.

TGO is now seeking an experienced independent contractor to manage and grow the business day-to-day.

WHAT TGO IS

TGO is an online education and community platform for nature-based pediatric therapists. It includes:

- The ConTiGO Approach certification program (\$2,300/participant, AOTA-approved CEUs, 3 cohorts/year)
- A free online community of 1,100+ nature-based therapists
- A supporting membership tier (\$9/month)
- A 100-episode podcast with strong SEO and organic discovery
- A 3,600+ person email list that fills cohorts with minimal promotion

- An online shop with digital resources for nature-based therapists
 - A CEU continuing education program in development with a contractor already in place
 - A full library of marketing templates, email nurture sequences, and digital assets
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WHAT YOU'LL DO IN THIS ROLE

You will run TGO as an independent contractor with full operational responsibility:

- Manage and grow the TGO online community and supporting membership.
 - Host free events in the TGO community.
 - Market and launch the ConTiGO certification cohorts (3x per year).
 - Build and execute an email marketing and social media strategy, including weekly updates in the community, monthly newsletters to the email list, and weekly posting to social media.
 - Coordinate the CEU continuing education program with the existing contractor.
 - Manage the digital shop and digital product sales, including financial reporting
 - Develop new resources and offers for the TGO Community.
 - Track and report monthly revenue and key performance metrics to the founder.
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COMPENSATION

This is an independent contractor (1099) position with a clear path to full-time six-figure income as the business grows.

Compensation has two parts: a guaranteed monthly base retainer and a commission on all revenue generated. Both increase as revenue grows.

Base retainer (guaranteed monthly pay, increases with revenue milestones):

- Under \$100K annual revenue: \$1,500/month (\$18,000/year)
- \$100K–\$150K annual revenue: \$2,500/month (\$30,000/year)
- \$150K–\$200K annual revenue: \$4,000/month (\$48,000/year)
- \$200K+ annual revenue: \$5,000/month (\$60,000/year)

Commission on top of base retainer (tiered, resets annually based on prior year revenue):

- 10% on revenue up to \$60,000/year
- 15% on revenue from \$60,001 to \$100,000/year

- 20% on revenue from \$100,001 to \$150,000/year
- 25% on revenue from \$150,001 to \$200,000/year
- 30% on revenue above \$200,000/year

What this looks like at different revenue levels:

- At \$60K revenue (current baseline): \$18,000 base + \$6,000 commission = \$24,000 total
- At \$120K revenue: \$30,000 base + \$16,000 commission = \$46,000 total
- At \$175K revenue: \$48,000 base + \$28,250 commission = \$76,250 total
- At \$250K revenue: \$60,000 base + \$49,500 commission = \$109,500 total

To put the opportunity in context: TGO currently generates approximately \$60,000 per year with zero active marketing, zero paid advertising, and zero nurturing of the email list. The infrastructure is built. The audience is warm. The purpose of this role is to give the business focused, consistent attention from someone who genuinely wants to grow it.

WHO YOU ARE

- Experience managing an online business, membership community, or digital education platform, or a strong interest in learning how to do so
- A track record in sales and marketing, or an interest in learning sales and marketing techniques, specifically for growing revenue for an online product or service
- Self-directed and comfortable owning outcomes without day-to-day oversight, and genuinely motivated by tracking metrics that demonstrate your effectiveness in the role
- Comfort in facilitating online programs and group sessions on Zoom or other digital platforms
- Tech savvy to utilize and integrate various digital tools and platforms
- Willingness to learn AI and leverage AI to automate mundane tasks to free up human work hours for connection with TGO members
- Energized by community building and online education, not just executing tasks
- Background in occupational therapy, physical therapy, speech-language pathology, mental health, social work, or another pediatric health profession is highly preferred but not required

- A commitment to and understanding of the ConTiGO Approach and nature-based therapy is required. This community exists to advance nature-based pediatric therapy practice, and the right person for this role genuinely believes in that mission.

HOW TO APPLY

[Submit an application here.](#)