

# SUBJECT MATTER EXPERT OPPORTUNITY

**Position:** Subject Matter Expert (SME) Contractor - Multiple Areas

**Company:** Rūvtop LLC

**Location:** Remote (must have reliable internet access)

## **About Rūvtop:**

Rūvtop ([www.ruvtop.com](http://www.ruvtop.com)) is a website dedicated to delivering high quality content across the full breadth of sustainability with regards to the residential industry. Our platform features a broad spectrum of subject areas, aiming to cater to a wide range of information seekers. Subject Matter Experts (SMEs) collaborate independently under a shared vision to guide users towards the most sustainable solutions for their homes. The solutions are referred to as “Actions” in our context. We plan to operate under a Freemium business model. Freemium because it is important to us that everyone, regardless of income, can access the site. The details are still in development, but to make the business sustainable long term we plan to charge a subscription fee for premium content and engage the commercial sector as sponsors. Long-term we plan to become a B Corp.

*Note: While most all contractors will be SMEs, on the website most team members will be referred to as “Content Writers” (or similar). This is because while we welcome true experts who are the pinnacle at their careers, we also value the mid-level professionals who have the knowledge, time, and passion to contribute high quality content. For simplicity, we refer to all such team members contractually as SMEs.*

## **How the Website Works:**

Upon visiting the homepage, users receive an introduction to the website. They are then guided through three questions designed to gather data on their specific situation and goals. This leads them to the Action Tool, the website’s core, which serves as a gateway to 64 Actions across 16 content areas (the “Hubs”). Here, users find a personalized list of Actions. Clicking on these Actions directs them to other areas of the site, each organized by SME Area / Hub.

*Example: One such SME Area is “Health / Comfort.” In its corresponding Hub, users will discover 7 Actions, one of which is titled “Install HEPA or MERV 13 (or higher) filtration.” Each Action has its own page, which includes an overview, ratings, tips, relative pros/cons, resources etc.*

Users interact with the website in several ways. They can: Print, Save, or Share their results from the Action Tool; explore a wide array of content and resources; read blogs; submit questions and comments through the Contact Us form. Newsletters will be released regularly to highlight website updates/features, upcoming blogs/webinars etc.

## Areas of Expertise Needed (SME Areas, aka “Hubs”):

Buying / Selling	Certifications	Community	Construction
Design	Energy	Flexibility	Health / Comfort
Innovation	Inspiration	Materials	Money
Resilience	Site	Size	Water

## Responsibilities:

Each SME Area\* such as “Health / Comfort” has a dedicated web page (a “Hub”), as well as a page for each “Action” associated with that Hub. As mentioned above, the website uses the word “Action” to describe those solutions that someone can do to make a more sustainable home. In your SME Area, you will perform multiple functions:

### 1. Hub and Action Content Management:

- Refine and manage content for your associated Hub.
- Refine and manage content for your Hub’s existing associated Actions.
- Create new Actions for your associated Hub.
- Ensure that your Hub and its associated Actions are equipped with royalty-free photos, descriptions, key concepts, ratings, resources, and other specified elements.

### 2. Resource Management:

- Curate, refine, and manage external resources for your SME Area within the Resource Center.
- Ensure resource titles, related Hubs/Actions, type, links, and comments align with Company standards.

### 3. Interactions with Website Visitors:

- Address inquiries related to your SME Area, sharing your industry knowledge and experience in a professional manner. You are not required to respond to more than 5 inquiries per week.

### 4. Authoring Blogs:

- Write a quarterly blog, focusing on a particular Action or key concept, including photos (typically 1,500 – 3,000 words in length).

### 5. General:

- Be responsive and maintain timely communication with the Company and website visitors.
- Uphold the Company’s mission, business philosophy, and values in all interactions and deliverables.

*\* If interested in the “Inspiration” Hub contact us, as that Hub doesn’t include Actions*

## Time Commitment

- Commitment expectations are modest, at approximately 1-2 hours weekly (on average).

## Recognition:

All SMEs are featured on the “Our Team” page, along with their affiliation and a short biography. Provides valuable exposure to a community of other experts and website visitors that may need professional services related to a candidate’s SME Area.

## Compensation:

- SMEs receive compensation via revenue participation, which includes:
  - Base Participation (each SME receives an equal share).
  - Performance Participation (SMEs also receive a subjective bonus based on their strength of performance).
- Paid quarterly, commencing when revenue from subscriptions and/or commercial sponsors exceeds expenses. Anticipated Q3/Q4 2025.

## Requirements:

- Demonstrated proficiency in one or multiple SME Areas listed above.
- Commitment to helping improve the sustainability of U.S. housing stock.
- Ability to generate high-quality content and resources.
- Strong commitment to timelines and deliverables.
- Excellent written communication skills.
- Ability to work independently and take initiative.
- Ability to use Google for content management.

## How to Apply:

Interested candidates are invited to send their resume, a cover letter detailing their expertise in the chosen SME Area(s), 2-3 references, and any relevant work samples to [opportunities@ruvtop.com](mailto:opportunities@ruvtop.com). Please use the subject line "SME Application: [Your SME Area(s)]". If you would like more details prior to applying, you can request a meeting and/or a copy of the current SME PowerPoint presentation by emailing [opportunities@ruvtop.com](mailto:opportunities@ruvtop.com).

Rūvtop LLC is an equal opportunity employer and values diversity.

*Application Deadline:* Open until filled  
Questions? Email [opportunities@ruvtop.com](mailto:opportunities@ruvtop.com)