

YouTube Strategist

The Arun Mehra channel · Samera

Grow Arun Mehra's YouTube channel — a founder-led personal channel — and turn views into enquiries, demos and real business opportunities. This is a single-channel role done properly: strategy, packaging, analytics and pipeline, all owned by one person who also owns the thinking.

Depth, not breadth

This is one channel, owned end to end. We are not looking for someone to spread themselves across five platforms and a content calendar. We are looking for someone who will know this channel better than anyone else does.

The channel and audience

Arun is the founder and CEO of Samera. The channel is his personal platform — expert, founder-fronted content that builds trust before a sales conversation happens.

It speaks to UK dental practice owners and associates thinking about buying, growing, financing or selling a practice, alongside the wider professional-services and founder audience who follow how a specialist firm gets built. Themes span dental accountancy and finance, AI in professional services (Clever Practice), and doing business between the UK and India.

What “working” looks like

Qualified enquiries and demo bookings from practice owners — not raw view count.

What you'll own

- A clear channel strategy, content pillars and publishing cadence, plus a rolling calendar the team can plan around
- Packaging as a core discipline — titles, thumbnails, hooks, the first 30 seconds, and systematic testing (including Test & Compare)
- Fluent YouTube Analytics: reading retention curves and traffic sources, diagnosing underperformance and fixing it
- A live, prioritised idea backlog — built from search research (Ahrefs), competitor monitoring, and the real questions in comments, DMs and sales calls
- Auditing and optimising the back catalogue — titles, thumbnails, descriptions, chapters, playlists, end screens and channel housekeeping
- Getting the most from Arun's time on camera — briefing him well, protecting his time, good material in few takes — plus sourcing and booking guests
- Turning podcasts, webinars and live sessions into video, and distributing across the newsletter (Beehiiv), LinkedIn and the websites

- **Working inside our sign-off discipline** — every figure, statistic, client reference and competitor claim approved before publication, and mindful of the limits on presenting financial content as advice

What we'll measure

Milestone	What's delivered
First 30 days	A full audit of the channel — what's working, what's broken, what to stop
By 60 days	An agreed strategy and calendar, with the first optimised and new videos live
By 90 days	Movement on the leading indicators — click-through rate, view duration, impressions and subscriber growth — and a clear line from video to enquiry or demo

Table 1 — Milestones for the first 90 days. Targets are agreed against a real baseline, not imposed.

What we're looking for

Essential. Demonstrable YouTube growth you can evidence with numbers; genuine packaging skill; the ability to read a retention graph and say exactly what to change; comfort working with a senior, busy founder on camera; strong written English; organised and self-directed; happy to work inside a sign-off process on financial and regulated topics.

Desirable. Dental, healthcare, professional services or B2B SaaS experience; founder or personal-brand channel experience; short-form as its own discipline; Ahrefs, VidIQ or TubeBuddy; podcast-to-video workflows.

Probably not a fit if you measure success in views alone, chase trends hoping something goes viral, or need every idea signed off before you'll produce one.

How to apply

Send us three specific things. We would rather read three paragraphs than a two-page covering letter.

- Links to channels you've grown, with a short note on what you were responsible for
- Three titles and thumbnail concepts you'd test on the Arun Mehra channel, and why
- One video from a channel you didn't work on that you think is badly packaged, and how you'd repackage it

Applications

- Please apply by sending your answers, CV and covering letter in strict confidence to praju.lawrence@samera.co.uk.