Launch Marketing Manager

About Launch Workplaces

Launch Workplaces was founded with the mission of creating inspiring spaces where solo professionals, satellite teams, growing businesses, and established enterprises could thrive. We strive to create workspaces that offer the environment, the tools, and the professional community that empower you to get work done. We believe our success as a company is reflected in the success of our members which is why everything we do is rooted in the goal of supporting our members to grow and flourish. We’re a fast-growing company in a fast-growing industry.

Our members choose Launch Workplaces because of our four core pillars.

- Hospitality
- Community
- Flexibility
- Technology

Job Overview

The Launch Marketing Manager position requires a great analytical mind, with creativity, extreme organization and great attention to detail and processes. This role requires an individual that can multi-task – handle multiple major tasks simultaneously. We’re looking for an experienced and versatile marketer who will be responsible for managing and overseeing the day-to-day responsibilities of our marketing initiatives. Your role will include collaborating with our marketing coordinator, company marketing manager and outside marketing partners.

Your responsibilities include tracking and analyzing the performance of our marketing initiatives, drafting and editing content and communications, managing a budget, managing our website and social media accounts, and ensuring that all marketing material is in line with our brand identity.

To be successful in this role, you should have hands-on experience with the major digital marketing channels and be able to track and analyze results with ease.

Personality

Self-driven, results-oriented with a positive outlook, and a clear focus on high quality and business efficiency. A natural forward planner who critically assesses own performance. You live and breathe marketing, you are creative, enthusiastic, and love to dig into technical details to get results.

Key Responsibilities (Including, but not limited to)

- Collaborate with internal and external team members to deploy successful marketing campaigns and own their implementation from ideation to execution
- Assist with the development of strategies and tactics that get the word out about our company and drive qualified traffic to our business
- Oversee and contribute to a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, publicity, social media, lead generation campaigns, copywriting, and overall performance
- Write drafts and edit content for publication on our website and marketing collateral
- Create sales enablement documents
- Prepare and monitor the marketing budget on a quarterly and annual basis
- Oversee and approve marketing materials, from website banners to hard copy brochures and case studies
- Measure and report on the performance of marketing campaigns, gain insight, and assess against goals
- Draft and send email communications to members, brokers, and subscribers using Zoho and/or MailChimp
- Maintain all third party directory listings and respond to reviews
- Manage social media accounts, including Facebook, Instagram, LinkedIn, and Twitter
- Document and organize recurring marketing responsibilities into standard operating procedures
- Maintain project statuses within Monday, our project management tool

**Required Education, Skills and Qualifications**

- 3-5 years in a marketing management/coordination role
- Ability to prioritize workloads and manage to deadlines
- Project management experience-specific campaigns, timelines and projects
- Proven experience in creatively devising and managing marketing strategies across multiple marketing channels, including search engine optimization, pay-per-click advertising, website, social media, design, marketing automation, and email
- Knowledge and experience working with marketing technologies including, SEO, SEM, PPC, conversion optimization, social media planning, email, content management systems, CRM, analytics
- Solid knowledge of website analytics tools and reporting (e.g., Google Analytics)
- Knowledge of basic HTML and/or experience making content changes on a website (WordPress)
- Ability to use a wide variety of software, including Word, Excel, Google Docs, social media scheduling tools, and more
- Experience working with and maintaining a CRM (Zoho experience is a big plus)
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- Must be self-motivated team player, professional, with a high attention to detail exceptional organizational skills, and possess excellent oral and written communication skills
- Up-to-date with the latest trends and best practices in online marketing and measurement

This position may be performed remotely 50% of the time. It will be required to visit locations as well.
Launch Workplaces is expanding its footprint in the Washington DC area and will need entrepreneurial minded team members who want to join us for the ride of a lifetime! We are looking for people that believe in our cause. We believe in providing supportive, nurturing environments for small businesses and we are dedicated to providing the highest level of customer service for our members.

We are looking for people that want to join the hot coworking industry as a Community Administrator for one of our locations in Montgomery County.

You will serve our front desk as the face of Launch Workplaces and be responsible for providing hospitality to our members and guests. Every Launch Workplaces employee helps to foster, facilitate, and manage the Launch community. We want team members that can see the bigger picture and can dive in without being told exactly what to do all the time. That means taking action because it’s the right thing to do, not because you are told to do it. If you are service-minded, like to engage with people, pick a piece of trash off the floor if you see it, and don’t want to sit behind a desk all day we want to hear from you! Cover letters are especially appreciated.

Job Duties (include but are not limited to):

- Assist in creating a community catering to entrepreneurs
- Provide a quality working environment for members
- Greet members and guests as they enter the suite, direct them as necessary to member offices
- Help keep the kitchen amenities stocked and the refrigerator clean
- Help answer the phones
- Sort and distribute member mail
- Walk through the space on a regular basis throughout the day and tidy common areas as needed
- Handle tasks required to sign up new Launch members: give tours to prospective members, assist new members with filling out membership applications, add new members to our database, complete lease contracts for new and renewing members, help members book meeting rooms, and ensure new members understand how to use and enjoy all the amenities at Launch
- Help promote, set up and tear down meetings and events
- Help the Director of Operations run the facility smoothly. This includes assisting with marketing and sales, billing and financials, creating reports, and any other big picture task.
- Every job in a shared office space has some not-so-fun responsibilities. So there's always organizing to be done, coffee to be made, messes to be cleaned up and 1,001 little details to be attended to. Being hospitality minded, you will
often be the first person to notice these things. As a cheerful, positive, teamwork oriented person, you will gladly pitch in when necessary for these tasks.

Qualifications:

- Some college level course work completed
- 1-2 years of experience in shared offices, property management, customer service, hospitality or retail
- Attention to detail
- Professional appearance – you don’t need to be told what clothes are appropriate for the workplace and what clothes to wear elsewhere
- Computer proficiency and knowledge of Microsoft Office Suite and CRM systems. Quick to pick up new programs.
- Personable -- Excellent verbal and written communication skills and ability to interact with members and guests in a professional manner. Our members are talkative and they will want to talk to you!
- Ability to multi-task: juggle the phone, your regular tasks and the constant little things that come up by the minute with grace, thoroughness and good humor
- Ability to lift items 25 pounds or less
- Access to transportation to travel between Launch offices if necessary to support the team
- Since this position requires answering phones and daily opening and closing tasks, ability to show up for work on time, every day
- Ability to have good attendance outside of your approved days off
- Ability to attend some evening functions

25 hours/week

Our facility is open Monday to Friday 9:00 AM to 5:00 PM.

Leave some nights open for fun happy hour and networking events that you will be invited to!
**Director of Member Success**

The Site Manager will embody the *Why* of Launch Workplaces (Launch), fulfilling our purpose in being the preferred resource for small businesses and entrepreneurs. He/she will be responsible for maintaining the Launch standard in every aspect of our mission, keeping our *Why* at the forefront of how we run our business.

The Site Manager will have ownership of their facility and every aspect of our purpose, more specifically our Why, How, and What:

**Why:**

- Create an inviting, friendly, collaborative community that attract, retains, and inspires entrepreneurs and small businesses
- Understand the businesses of our Members
- Own the goals of our Launch Members and help them achieve
- Provide the resources required for our members to flourish

**How**

- Be Present
- Receive consistent meaningful feedback from Members on how we can better serve their needs
- Facilitate purpose driven connections between Members (inside and outside of Launch)
- Suggest and Implement change and adaptations to always serve our Members at our highest ability
- Create and maintain relationships with the best resource providers to benefit our Members
- Celebrate and broadcast the achievements of our Members
- Partner with our Community Event Coordinator to produce impactful events
- Support your teammates, understand their point of view, and make their success yours

**What**

- Educate and inspire potential Members during each interaction
- Onboard new Launch members in the most efficient manner to allow them to immediately reap the benefits of working at Launch
- Provide informative impactful feedback during Launch meetings
- Understand and own the systems and processes that allow Launch to do what it does
- Ask why
Preferred Qualifications:

- Ability to make others’ success your success
- Ability to raise the level of your teammates
- Ability and willingness to consistently work hard and produce results
- Courage to take ownership and make decisions
- Willingness and ability to learn processes and systems of Launch Workplaces
- Willingness and ability to suggest/make improvements to systems and processes
- Ability and willingness to understand others’ perspective
- Willingness to be coached
- Ability to communicate in a manner that is understood by all of your teammates
- Nerve to think on the fly
- Display patience and urgency and know when each is needed
- Drive to take initiative and make things happen

Work Environment

This is a full time position. The hours are generally between 8:30am and 5:30pm. There will be intermittent travel (local) for meetings and events and other things.

Compensation

Compensation depends on many factors including the size and volume of the facility. The compensation package will include a base salary, bonus plan, and commission structure where applicable.