

LAUNCHHOUSE

LaunchHouse is adding on to its marketing team!

We are hiring for a marketing associate.

The job and how to apply for it can be found below. Please apply or feel free to forward to anyone that would be a good fit.

Marketing Associate

Who We Are:

Go far with us!

LaunchHouse is a coworking community. Each day, small business owners, entrepreneurs, freelancers, and remote workers, work out of our shared office space. Yet the concept of coworking is still new to northeast Ohio. It's our goal to change that by creating a network of LaunchHouse coworking communities and tell the LaunchHouse story along the way.

Who we are looking for:

You are someone who sees all communications and marketing efforts as interrelated. What a brand puts out in a press release is just as important as its marketing copy for a social ad. You understand the long-term benefit of content marketing and want to make it the foundation of any marketing strategy. You want to work for a startup company that is finally growing up. You will be an integral member of the team with responsibility given on day 1 and the ability to lead and expand your role on the marketing/communications team. You will work side-by-side with the Director of Communications/Marketing to help grow

the team.

Specific Skills:

- Plan and direct marketing campaigns across email, social, mail, digital, and offline channels
- Improve the website's SEO via on-page content and inbound links
- Facilitate relationships with corporate clients and partner organizations for discounts
- Assist in developing marketing strategies to reach new coworking members and partners who would take a LaunchHouse license
- Manage projects to make sure that they get completed in a timely manner
- Document and systematize marketing systems within the team to allow for efficient execution and KPI tracking
- Assist with managing 1-2 interns
- Come up with creative ideas for marketing strategies and take the lead in implementing them
- Assist in the development of the online and print brand guideline book
- Create print and social media templates for use by other locations
- Develop short and long form written pieces that tell the LaunchHouse story and the story of the entrepreneurs who work at LaunchHouse

Familiarity with the following programs preferred:

- MailChimp
- LeadPages
- Hubspot
- Geofencing apps
- Wordpress
- Adobe Creative Suite

Education:

Bachelor's Degree and 1-3 years marketing experience or equivalent work

experience

Starting Salary: \$30,000 with room for growth after the first year

To Apply: Please send your resume and cover letter
to eddie@launchhouse.com

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