

Marketing Manager Job Description

The candidate will be responsible for the marketing of the Openstudy product to the target market, encompassing social media activities, PR, grass-roots campus programs and web site content development. The candidate should be able to point to their body of social media work – blog, Twitter feed, LinkedIn profile or Facebook page. They must have demonstrated extensive social media experience, including, actively participating in a wide variety of social media activities such as blogging, community development and management, social bookmarking, commenting, etc. as well as being well-connected with the broader social media world. The candidate must be able to think strategically, but be willing and able to roll up their sleeves to help implement programs.

Responsibilities – the key responsibilities for this position include:

- Create a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility, membership and traffic for the company, as well as implement and manage the social media programs
- Experiment with new and alternative ways to leverage social media activities (“marketing R&D”)
- Create buzz on student campuses and get students, professors and TA's using the product
- Monitor trends in social media tools, trends and applications and appropriately apply that knowledge
- Strategize with and educate the management team and others across the company on incorporating relevant social media techniques into the corporate culture & company products
- Measure the impact of social media on the overall marketing efforts
- Develop the necessary branding and messaging for the product.
- Build and run a team of interns to support the marketing efforts
- Manage the company web site.
- Create and manage the company blog

The ideal candidate will have experience in the following areas:

- Social media tools and techniques
- Marketing (traditional, new media, guerilla and ‘word of mouth’, grass roots)
- Strategy
- Press and analyst relations
- Project management
- Grass roots marketing
- Organizing and motivating people to get things done

Deliverables:

- User's added to the OpenStudy network, including students, professors, TA's and schools.
- Social media mentions
- Press articles and mentions

- Plans implemented on time and to budget
- Desired SEO performance and listings

Attributes – the key attributes for this position include:

- Creativity
- Strong entrepreneurial skills
- Willingness to experiment
- Ability to deal with uncertainty
- Ability to contribute individually, and lead, manage or participate in cross-functional teams
- Doggedness and determination
- Ability to synthesize large amounts of data into actionable information
- Excellent writing skills and a willingness to use them
- Excellent verbal communication skills
- Persuasiveness
- Ability to create great working relationships with all levels within the company and across multiple disciplines
- Genuine interest for the Openstudy educational space
- Ability to work unsupervised in a chaotic start-up environment
- Sense of humor

Other:

Company: <http://openstudy.com>

Location - Atlanta, GA

Contact: Send resume and cover letter to careers@openstudy.com

About OpenStudy:

OpenStudy is a social study platform for students, that allows students to study with each other in a new "social" way. By setting up virtual study rooms with friends or anyone from the network, students can collaborate on assignments, projects or answering questions. Our big point of difference, is the way in which we promote the "social" aspect to learning by matching those who want to GET help with those who want to GIVE help. With OpenStudy, students have a unique way to collaborate that is more engaging, fun and effective and is based on studying when and where the student wants (something like Webex-meets- Facebook-meets-match. com).