

About Serendipity Labs, Inc.

Serendipity Labs offers upscale workplace communities to its members from a cross section of industries. It does so through the superior service delivery of flexible workplace offerings such as private offices, team spaces, coworking memberships and venues for events and business meetings. With a network of 30 labs nationally and a further 100 in the pipeline, our flexible membership plans allow Members to work, meet and innovate in our inspirational settings in urban and suburban locations across the country.

By building on hospitality and coworking industry experience, Serendipity Labs understands how to deliver on guest expectations. We are looking for candidates who are passionate about delivering upscale experiences and who want to run a business within this high growth, fast paced industry.

Digital Marketing Manager – Full Time

Objective:

This role is responsible for the planning and execution of a multifaceted digital program that aims to grow lead generation and brand awareness at both a local and national level. The Digital Marketing Manager must possess exceptional knowledge of the digital marketing landscape and have proven experience with planning and executing effective paid campaigns on various channels. Ability to efficiently manage projects while working with various teams and sticking to proposed timeline and budget will be key to this person's success.

Specific Responsibilities Include:

- Manage and maintain all digital platforms for Serendipity Labs, including website and social media
- Measure and optimize website performance to improve user experience and increase conversion rate
- Develop and manage paid campaigns to increase lead generation and reduce cost per acquisition
- Track and report on digital marketing initiatives and results
- Maintain digital marketing budgets and provide recommendations for adjustments to improve performance
- Coordinate with vendors and internal teams to meet or beat deadlines
- Manage 1-2 people and work in tandem with Web Development team

Essential Knowledge, Skills, and Abilities:

- 1) Experience with various web analytical and distribution channels, including but not limited to Google Analytics, GTM, Google Ads, Microsoft Ads and paid social media campaigns (Facebook, Instagram, Yelp and LinkedIn)
- 2) Exceptional project management skills, including decision-making and escalation capabilities
- 3) The ability to tightly manage digital agencies and partners, holding them accountable to a defined scope, budget and expected results
- 4) Commitment to stay abreast new digital developments, tools and approaches as they relate to our industry
- 5) Strong interpersonal skills to manage internal and ownership relationships and support
- 6) Exceptional verbal and written communication skills, including presenting to Senior Leadership and Lab teams
- 7) A strong sense of design and understanding of user digital behavior
- 8) Analytical skills required to assess strengths, weaknesses, and formulate recommendations on optimizations
- 9) Ability to easily pivot from one task to another, including managing multiple projects, budgets, and timelines simultaneously

10) A willingness to work as part of a team, including ad-hoc tasks not outlined in the above

Requirements:

- Bachelor's Degree or advanced coursework in communications, marketing, or media.
- 5+ years digital marketing experience, including project management.
- Experience in Google Analytics, GTM, Google Ads, Microsoft Ads and paid social media campaigns.
- CRM experience a plus, including HubSpot and Salesforce.
- Experience using Wordpress a plus.
- Hospitality brand experience a plus.
- Knowledge of Microsoft Office Suite including Microsoft Project
- Exceptional professional communication skills, including but not limited to verbal and written communication. A writing sample may be requested of final candidates.
- 40 hours a week based in our Rye location, Westchester County. Walking distance to Rye Metro North station.