

## **About Serendipity Labs, Inc.**

Serendipity Labs Coworking offers upscale workplace communities to Members from a cross section of industries. With multiple Labs currently open and over 120 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 industry experience and collaborating with top hotel operators, Serendipity Labs Coworking understands how to deliver on guest expectations. We are looking for candidates who are passionate about delivering upscale experiences whether online or in person, and who want to be part of this emerging hospitality industry.

## **Field Marketing Manager – Full Time**

### **Objective:**

The Field Marketing Manager is responsible for executing marketing strategies and providing world-class client service to our locations across the country. The Field Marketing Manager will work closely with the Director of Field Marketing and Digital Manager to generate qualified leads, manage individual marketing budgets, track campaign progress and communicate results to various internal stakeholders. The FMM will function as an internal account manager responsible for generating trackable results from direct response and awareness initiatives, targeting various audiences, and ensuring brand compliance across marketing channels.

This will be accomplished by:

- Executing a localized marketing plan for each Lab based on location, audience and business mix required to achieve revenue goals.
- Managing marketing tasks to ensure designated actions completed on time and on budget.
- Ensuring consistent messaging and compliance to brand programs and standards.
- Communicating frequently with individual teams on market conditions/opportunities, local marketing tasks and support
- Tracking and reporting on marketing initiatives and results.
- Ensuring measurement and analysis is performed and optimized to drive increased ROI.

### **Key Accountabilities:**

- Complete market activation through a set of tasks to be carried out throughout the sales cycle, from pre-opening through maturity.
- Ensure success of local Lab performance by providing tactical support for specified marketing efforts.
- Assist with local marketing budget management, ad-hoc proposals and requests.
- Continually optimize messaging and marketing campaigns; ensure tracking, testing and measurement plans in place across channels.
- Contribute to a positive work environment including various stakeholders in the field, owners, management, sales and operations.

### **Essential Knowledge, Skills, and Abilities:**

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Coworking | Offices | Team Rooms | Worklounge | Meetings & Events

- 1) Hands-on experience planning and executing offline, online, and social media campaigns to drive lead generation
- 2) Corporate experience managing local/regional marketing campaigns
- 3) Project management skills, with ability to prioritize and follow through on tasks
- 4) Analytical skills required to assess campaign strength, weakness and make future recommendations
- 5) Communication skills, including presenting to Senior Leadership and Lab teams
- 6) Ability to easily pivot from one task to another, including managing multiple projects, budgets and timelines simultaneously
- 7) 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
- 3+ years brand marketing experience in corporate environment
- Hospitality experience a plus
- Franchise experience a plus
- Knowledge of Microsoft Office Suite
- 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 the Rye Lab, Westchester County. Walking distance to Rye Metro North station.