



**Job Description: Director of Marketing
Based in New York, NY**

Who We Are:

[Fairygodboss](#) is an early-stage start-up based in New York. Our mission is to improve the workplace for women by creating transparency. We do this by creating a safe, anonymous and supportive place for women to leave job reviews and tips about employer pay, benefits and culture. We're growing rapidly and expanding our team.

If you're interested in learning the ins and outs of running a digital startup and improving the world for women at the same time, this job is for you.

What We're Looking For:

We believe that finding the right team member is a lot like dating, which means we're less concerned about what your resume looks like, than how our conversation goes. While qualifications matter (see below), here are some of the things about your personality that we care about:

You are scrappy and resourceful. Jeff Bezos once famously said that his ideal wife would be able to break him out of a third-world prison. We want a business partner like that too! You are responsible and have integrity. This isn't typically a resume line-item, but it's very important and we will want to speak to your former colleagues.

You are confident. Since you're an early employee you will need to be a leader, by definition. We want you to believe and aspire to shaping what our company does.

You don't mind doing everything. And anything. Building a startup looks glamorous. Until it doesn't. We need someone who doesn't think twice about rolling up her/his sleeves and getting messy.

About this Role:

We're looking for dynamic, high-performing Director of Marketing who will be obsessed with raising visibility for our brand among individuals and corporations. The ideal candidate has a history of driving user growth, thoughtful, and creative marketing program execution, and diligent brand building. ☐ ☐ Creative approaches and cost-consciousness are essential. This role will start as an individual contributor, but ideally has the ability and track record to grow into leading the Fairygodboss marketing team.



Your day-to-day:

- Develop and own Fairygodboss brand, style and communications guidelines. Proactively seek brand marketing opportunities and alignments.
- Build out a B2C marketing practice. Build awareness and drive users to Fairygodboss using creative and cost-conscious approaches to maintain a low user acquisition cost.
- Conduct B2C experiments with paid marketing tactics, and also execute guerilla tactics -- e.g.,: street teams, events, ambassador program, college campus outreach.
- Lead the Fairygodboss annual signature [Galvanize event](#) for leaders of women's corporate affinity groups.
- Support B2B marketing efforts including conference sponsorships, collateral, media kit, case studies, testimonials, etc.

This is where the role begins. Since we are a new and fast-growing startup, it can go wherever you want to take it. We value your ideas and initiative.

Requirements:

- You are independent, self-directed and you strive for excellence
- 5+ years of Marketing Experience
- A strong track record of achievement preferably in digital consumer marketing
- Results-oriented and analytical
- Strong creative bent and design aesthetic
- Tech Savvy
- Strong leader and inspirer of people
- You must love Fairygodboss - and be excited about changing the workplace for Women!

Contact:

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