

Overview

Goodsmith Home Care and Repair, Inc (“Goodsmith” or the “Company”) is tech-enabled, membership-based home care, maintenance, and construction service provider headquartered in Houston. The Company was founded in Q1’20, raised pre-seed capital in Q1’21, and is currently fundraising additional growth capital. As such, we are building the core team to ramp up our growth.

Goodsmith is looking to hire a Head of Member Acquisition and Retention who can develop and implement local marketing strategies to stimulate membership growth and manage member promotions/engagement to ensure retention. Ultimately, the successful tactics will be packaged and rolled out into additional Goodsmith markets as we expand beyond Houston.

Key Responsibilities

- *Social Influencer Partnerships:* Manage and build Goodsmith’s influencer network while quantifying the impact of each relationship.
- *Charitable Partnerships:* Manage current in-kind partnerships while adding strategic, new partnerships throughout the city of Houston.
- *Grassroots Sponsorships:* Project manage Goodsmith’s scheduled sponsorships while also identifying, engaging, and executing additional grassroots sponsorship opportunities in key neighborhoods
- *Mailers:* Execute and track mail campaigns, optimize distribution and content, and build a long-term mailer strategy.
- *Member Newsletter:* Draft and distribute a quarterly member newsletter
- *Membership Referral Program:* Develop and implement a high-quality customer referral program
- *Member Communication and Feedback:* Develop and implement tools to regularly solicit useful feedback from current members
- *Success Tracking:* Reporting the cause-and-effect relationship between marketing dollars/efforts and member growth.
- *New Market Planning:* Draft the membership acquisition handbook for new Goodsmith markets.
- *User Experience Optimization:* Work in tangent with the Product Manager to implement effective and creative communication tactics to optimize the user experience through the Goodsmith app (due to be released in 2022).

Key Skills

- Focused on continuous improvement and how to continually drive incremental business value
- Ability to build strong relationships particularly with founding team
- Needs to be forward thinking and can envision future state solutions
- Mentally geared towards operational excellence
- Ability to understand the importance of local marketing, local relationships, and local appeal to the brand
- Business analysis
- Strong analysis skills
- Ability to be proactive and handle multiple assignments / results oriented
- Strong communication skills
- Strong documentation and organization skills

Required Experience

- 5 to 7+ years of relevant experience, including management with specific responsibilities for community engagement
- Bachelor's degree

Location

- This is a full-time position based at the company's headquarters in Houston, TX.