



**Want to be one of the first 35 employees at a cutting edge premiere online training company?** At Growth Institute we work with the world's hottest thought leaders to teach their content, and help teams implement.

We are shortening the gap in business education and development for companies around the world (63 countries and 2 languages to be exact). Our team is working hard to curate the best content specifically for mid-market companies that are too often left out of the professional development space. They don't have the money to spend on internal teams or consultants, and all of the material for start-ups is no longer relevant. We identified this problem and found the perfect solution.

We leverage a hybrid model for training that combines online video, and live interactive group coaching and consulting so management and frontline employees can access world class training at an affordable cost. We're helping companies move from a "Start-up" to a "Scale-up" by getting everyone on our client's team thinking like an executive.

Our goal? To help 10M leaders scale their companies.

How do we do it?

We are connecting with leaders around the world to do the following:

- 1) We cater and curate content specifically for scale-up, mid-market companies.
- 2) We bring high-quality training once only available to CEOs and large organizations, to mid-market teams and employees for a reasonable price. Instead of having to send the CEO alone to one expensive training, the whole team instantly has access to the content all from the comfort of the home office

#### **Growth Team Marketing Coordinator:**

- To manage partnerships with outsourced agencies to reach marketing goals for GI.
- To measure and obtain insights from the information gathered by our teams and help make decisions to improve marketing and sales efforts based on the information.

#### **Duties and responsibilities**

- Coordinate all marketing initiatives with agencies
- Do final content edits on all materials

- Provide insight into messaging and help improve strategy for selling MBCs and MBDs via online/offline marketing channels
- Open new marketing channels to grow reach and brand
- Manage the marketing calendar and schedule of the blog with big MBC thought leaders and the On-demand authors available
- More effective marketing processes and organize processes to coordinate with internal team
- Measure and make suggestions for teams to improve lead gen metrics

### **Benefits**

- Unlimited vacation time
- Health Insurance
- Flexible work hours
- Co-working membership at [Capital Factory](#)
- Occasional Trips to Mexico City
- Access to Executive level training and development
- A moonshot opportunity to work with an amazing group of people to change the way businesses grow and scale companies.

### **The Perfect Candidate has:**

- Passion for working with people
- Exceptional verbal and written communication skills
- Strong organizational skills, attention to detail and ability to prioritize
- Demonstrated ability to learn quickly and adapt to new tasks and challenges
- Independent thinker with the ability to recognize where processes can be improved
- High degree of integrity and professionalism
- Enjoy working in a multicultural and fast-paced growing startup environment
- Drive to become a leader within the company

### **Candidates who will "fit" the Growth Institute culture:**

- They are hungry to learn, improve, and take every opportunity to do so. All team members enjoy developing themselves through our programs as much as helping others develop their careers.
- They can work independently and enjoy initiating and leading ideas that improve internal processes/user experience/user engagement.

### **To Apply:**

- Please email a resume and cover letter to Alex Faust at [alex@growthinstitute.com](mailto:alex@growthinstitute.com)
- Subject line: "Growth Team Marketing Coordinator Position"