

## Marketing Senior Associate/Manager at StellarEmploy

### About StellarEmploy

StellarEmploy gives large enterprises a better way to hire their hourly wage workforce. These represent 60 million or 40% of U.S. jobs. 3 million are employed by call centers and 1 million by fulfillment warehouses.

Existing hiring practices rely on guesswork. Resumes don't offer useful credentials, and interviews are brief in volume recruiting. That's why these jobs churn over 50% annually.

StellarEmploy delivers an artificially intelligent hiring platform that learns the true indicators of job performance and satisfaction. Our algorithm learns from existing successful employees. Rather than blunt keywords, we build a picture of someone's full potential through a 15-minute job preferences survey.

To make the process smoother, our platform automates repetitive bulky actions. After working with us, recruiters increase hiring efficiency by 2.5X and lower turnover by 20% on average.

### Marketing Senior Associate or Manager

This person will lead the company's marketing initiatives, which has two goals: content marketing and lead generation. This person will work closely with the Co-CEO and a Senior Associate of Client Operations. We anticipate inviting a senior Marketing executive to mentor and advise this individual.

There is a vacuum when it comes to effective high volume recruiting. We have a backlog of data and insights to share given our client work and academic roots. This person will identify the right audience, build effective outreach campaigns, and disseminate content through online forums and in-person events. They will represent StellarEmploy in conversations on the Future of Work, AI for recruiting, people analytics, and recruiting best practices.

This person will be strategic and analytical. They will also be user-centric. They will build a chain of steps that they track to engage target users in their discovery journey. Our target users are VPs of Human Resources, Talent Acquisition and Recruiting.

### **Examples of responsibilities:**

- Define the marketing strategy and schedule, prioritizing campaigns given resources and ROI.
- Map the relevant landscape through list building. Identify target companies, leaders, and influencers.
- Build effective email campaigns that engage our audience. Plan webinars. Track performance and metrics.
- Write blog articles and research papers. Comment on existing articles. Develop a StellarEmploy voice.
- Identify insights about senior Talent Acquisition executives and top issues in the conversation.
- Manage our social and online presence through our website, LinkedIn, Twitter, etc.

### **What experience is relevant:**

- Bachelor's degree, and 3-10 years of professional marketing experience.
- Clear, professional and friendly communication style that keeps the user at the center.
- Commitment to quality work, demonstrating attention to detail while being comfortable with ambiguity.
- Self-directed with an eye for optimization, efficiently completing tasks and developing new solutions.

### **What it's like to work with us:**

- We set ambitious goals. We are passionate and love listening to our users.
- We are proactive problem solvers. We drive our own work and deliver quality results.
- We are data-centric in dissecting problems and collaborative in developing solutions.
- We gladly extend trust to each other and strive for an enriching work-life balance.

*We offer competitive pay and welcome job-seekers of all backgrounds to apply.  
To apply, email your resume and a brief introduction to [irene@stellaremploy.com](mailto:irene@stellaremploy.com).*