

Marketing Coordinator / Manager - US Market

Do you want to get in on the ground floor of an award-winning global startup that is solving a truly meaningful problem in the world?

PenguinSmart is looking for an English-language **Marketing Coordinator / Manager** to help drive the launch of our AI-assisted online speech & language therapy solutions in the US market, directly impacting the lives of the 1 in 6 children with a developmental delay.

Job Scope

- Key driver of PenguinSmart's content, digital, and channel marketing strategy for the US market: we are looking for people who not only plan but also get their hands dirty to setup tools, write, design, analyze, and optimize.
 - *This role will primarily focus on B2B/B2B2C marketing, with some B2C*
- B2C and B2B Brand guardian: define the identity, positioning, and messaging, and make sure it is consistent in everything the company does
- Content creation: create compelling thought leadership articles, user testimonials, case studies, videos, infographics, etc.
- Digital & social marketing: SEO, website design, analytics, engaging online groups
- Support BD efforts: conferences / tradeshow planning, sales collateral creation, partner-focused campaigns & newsletters, launch support
- Track effectiveness of marketing efforts
- Manage interns, vendors and partners in marketing-related projects as needed

Details:

- **Time Commitment:** Full time
- **Compensation:** Based on experience; annual base salary with stock options, social insurances, flexibility to work from home, and bonus depending on team performance
- **Location:** Based in Taipei (or remote) but focused on the US. You will work closely with teammates distributed across the US, Taiwan, and mainland China.
- **Potential leadership and management role** with hiring influence

As a potential team leader role within a fast growing startup, we look for candidates with the following qualifications and qualities :

Qualifications:

- **Native/ Bilingual in English**
- **Bachelors Degree or above** in Marketing, Business administration, New media, Communications, Public relations or related fields
- **3+ years of relevant professional experience**
- **Previous experience managing and operating US-specific marketing tools and social media accounts**

Qualities:

- **Strong ability to empathize; excellent copywriting skills:** you can understand different groups and can create compelling messaging for each
- **Metrics & data-driven:** you are not afraid of analyzing data to find insights
- **Strong logical problem-solving:** when you encounter a problem, you proactively look for solutions or create a plan to find a solution

- **Goal-oriented and self-managing:** can plan tasks and manage own priorities & time to reach goals without requiring step-by-step instructions and constant oversight
- **Hunger to teach yourself & to constantly improve:** you like to learn new things and teach others, rather than wait to be taught; you imagine ways to do things better
- **Can adapt quickly to a fast-changing environment:** learn new tools on your own, courage to be stretched professionally, fast learner and good listener
- **Comfortable with ambiguity:** you can move forward when faced with uncertainty; in fact, you like bringing order to uncertain situations
- **Management potential:** you are a leader and motivator
- **Humility and good sense of humor:** especially critical for a startup

Good to Have

- Previous personal or professional experience in United States
- Project and team management
- Previous experience in healthcare, education, or social work (even better if you have done marketing in these fields)
- Strong design & aesthetic sense
- Related experience with disadvantaged families or developmentally delayed children
- Experience in any of the following:
 - Marketing agency background
 - Digital marketing and online community building
 - Market Research: primary and secondary research to understand industry trends, competition, and new opportunities for company; Customer Journey research, Voice of Customer, Win-Loss analysis

About Us

PenguinSmart is enabling intelligent, individualized rehab therapy for all, starting with online speech and language therapy support for children. Founded by Harvard & MIT alumni, our team combines the latest data sciences with expert insights to empower caregivers to become a key part of the rehab journey. We are first remotely serving the 1 in 6 families with developmentally delayed children while developing global solutions for other conditions. Our solutions speed up rehab progress and allow therapists to oversee more patients without sacrificing quality of care. PenguinSmart is backed by Alchemist Accelerator, was named one of the Top 10 Disruptive Parenting Companies by Disruptor Daily, and was recently chosen as one of the "Top 100 Healthcare Visionaries" in the US. mypenguinsmart.com (EN) | qierbao.com (CN).

If you are interested, please send your **English cover letter & CV/resume** to talent@mypenguinsmart.com.

