

## Director of Marketing + Communications

20 hours a week - Part-time | \$20 per hour | Temporary-to-Permanent Position

---

Render Free is new, fast growing alternative workspace and communal wellness lounge that supports the healing journey of self-identified Black + Brown women. Render Free is now accepting applications for the fulfillment of a director position. The recipient of this position will have the unique opportunity to influence the growth of this unique mission-driven start-up and to evolve alongside a flourishing community organization.

### Evolution of position

#### Month 1

- Familiarize yourself with Render Free's offerings + operations
- Familiarize yourself with brand voice and communication platforms
- Manage onsite lounge + workspace (Thursday + Friday from 8-4p)
- Get to know Founding Members

#### Month 2

- Determine weekly/monthly rhythm of communication that coincides with offerings  
*Using systems like Flodesk, Later and Wix*
- Co-create upcoming campaign promotional with Executive Director  
(social media, newsletter, public appearances)
- Contribute to the design of weekly/monthly rhythm of external communication
- Conduct informal Member Care Sessions
- Manage onsite lounge + workspace (Thursday + Friday from 8-4p)

#### Month 3 - 6

- Maintain weekly/monthly rhythm of external communication  
(social media, newsletter, public appearances)
- Marketing lead on promotion of capital campaign
- Manage website (event updates, member portal management, essays)
- Develop and implement new marketing strategies (report on SEO and industry changes)
- Manage onsite lounge + workspace (Thursday + Friday from 8-4p)
- Track communication with general public (collaboration requests, practitioners, etc.)
- Conduct informal Member Care Sessions

### Position roles and responsibilities

- Maintain rhythm of communication (social media, newsletter, public appearances)
- Create content consistent with brand and voice for all forms of marketing
- Deploy successful marketing campaigns implementation from ideation to execution
- Provide warm, thoughtful, solution-oriented member support (onsite + virtual)
- Measure and report the performance of marketing, gain insight and assess against goals
- Greet, check-in, and support members and guests use of space
- Track communication with general public (collaboration requests, practitioners, vendors)
- Manage website (event updates, member portal management, essays)

### About You – Required skills

We are looking for someone who has the experience in marketing, with an aptitude to manage front-facing engagement and a strong sense of creativity and design. You'll need to be an accomplished multitasker, able to adapt to new circumstances seamlessly, consistently reallocating time to accomplish your workplan.

- Highly personable daily demeanor (ideally with experience in hospitality or the events industry)
- Strong creativity and communication skills (ideally, experience in systems like Canva, Flodesk, Wix)
- Relevant Bachelor's degree or equivalent combination of education and experience
- Able to adapt to fast-changing situations, take direction and manage projects to completion
- Motivated self-starter/creative problem-solver, able to work with minimal supervision
- Interest in permanent position at Render Free
- Passionate about the wholistic wellbeing of Black + Brown women

### **Perks + Benefits**

- All-access to all membership amenities
  - o Wellness Events
  - o Virtual offerings
  - o Lounge + Workspace
- One annual membership to gift to a friend
- Infant-friendly environment (6 wks. - 6 mo. or until child is mobile) (Customized plan required)
- Training and development opportunities (centering Black + Brown women, trauma healing, and racial identity development)
- Free coffee, tea and refreshments onsite
- Co-created wellness-at-work plan
- Take-home access to our lending library of books
- 4 remote, flexible hours a week
- Predetermined PTO (national holidays)
- 3 paid mental health/sick days

### **Temporary-to-Permanent Position**

At the end of this six-month position two evaluations will take place that will determine the future of your position.

- An employee evaluation to review the fulfillment of previously stated roles and responsibilities
- The fulfillment of company's six-month goals

If both evaluations indicate satisfactory outcomes, after six months of employment, the Director of Marketing + Communications are will be eligible for a promotion to fulltime.

\*If employee evaluation is satisfactory, but the company has failed to meet the shared six-month goal, there will be an opportunity to extend the Director of Marketing + Communications part-time position.

### **A typical day at Render Free**

You will start your day by opening our doors, flipping on the lights and selecting the playlist that will set the mood for our entire community. (Current tracks: soft black girl anthems + I Love Neo-Soul (Spotify)). With access to the coveted first cup of coffee, you'll stock refreshments and stage table toppers.

You'll then likely have some time to yourself, to check email and settle in. Then as members begin to arrive, you will track their coming and going, invite personal connection and ensuring their familiarity with the use of the space.

Later that morning, you'll be joined by the Executive Director for a team checking in. In which, you'll catch up on what each of you are carrying into the workday, hopes, expectations and a review of your corresponding

workplans. You also share a recurring theme you've noticed in conversations with founding members and propose an event that engages the topic as a community.

From there, you'll keep one eye always on the entrance, to welcome members and new guests as they come in. You may decide to post up in the lounge (where there is a clear shot to the door) to tackle a few tasks on your workplan. Equipped with a customize email, created by the Executive Director, you establish an automated workflow that re-engages inquiries and promotes progress in the predetermined sales pipeline.

Around noon, while preparing lunch, you are joined by the Executive Director and a few members who begin to do the same. You naturally flow in and out of conversations about what each of them are up to and how they've been caring for themselves in lieu of all the zoom calls.

After lunch, a walk-in arrives, inquiring about a membership. You offer them a coffee or tea and give them a tour of the lounge + workspace, introducing them to other members as you pass. You then take the time to sit with them, hear a bit about their story and share your connection to the ongoing effort of prioritizing the health + wellbeing of Black + Brown women. You naturally reference previous events and offerings as they seem relevant to the conversation and ask how Render Free might support her journey toward healing. She leaves with an indicated interest in membership and you follow up with a personal message and direct link to membership details.

That afternoon, while reading an article that's circulating amongst community members about the origins of Imposter Syndrome, a member who you're continuing to a build relationship with meanders over. She updates you on a frustrating work dynamic that she's previously mentioned. You are careful to ask intentional questions about how she's managing the situation (creating a safe space for her to name her emotions). You also encourage her to sign up to a complimentary session with somatic practitioner Marie Michael on our member portal, to release the stress she seems to be holding within.

Toward the end of your conversation, you notice that its almost time to close. You invite her to sign up for a one-on-one member care session (designated time to reconnect about how she's doing). When she leaves, you send a follow up email with a link to schedule.

As the last members leave the space for the day, you close up shop, saying good bye, emptying the coffee craft and turning the lights out until tomorrow.

### **Render Free Values & Culture**

The recipient of this position will have the rare opportunity to contribute to the continued establishment of the foundation of Render Free. As a director of a start-up company, the legacy of your contribution will be long lasting. Regardless of staffing, this companies' commitment to prioritizing the wellbeing of community members, including staff, will not waiver. Render Free will always actively confront anti-Black racism and center the experiences of self-identified Black + Brown women.