

## Marketing Manager

**Location:** Chicago, IL

### What problem are we solving?

Think about any big purchase. A home, a car, tickets to an event, room at a hotel.

We have so much information at our fingertips to make that decision - reviews, prices, pictures, accident reports, etc. In construction equipment, whether buying or renting, this information does not exist online.

We founded Gearflow to bring the highly fragmented, old-school industry that is construction equipment rental into the digital economy. In doing so, we are helping end-users of equipment make the best financial decision about their next equipment purchase or rental while supporting the growth of the thousands of suppliers that operate in the space.

### Who are we?

We are driven by the pains of our customers and the opportunities they present. We started Gearflow because we have big visions. We love our customers, we work hard, and have been told we talk at the 2x podcast speed.

Most importantly, we share values:

- Do right by the people around us
- Work with good people
- Show empathy
- Stay frugal
- Stay coachable
- Spend time with family
- Be self-aware
- Conviction in our beliefs

### What we have done so far:

1. Built the first version, proven demand, and generating revenue
2. Raised \$1M+
3. Raised many an eyebrow



## **About the Role:**

Our philosophy is that our success lies in the success of the great businesses using the Gearflow platform. Our marketing strategy reflects the same thing. Our job is to shine a light on all of the great businesses that are on the Gearflow platform. It's not about promoting Gearflow, it's about promoting our users.

If we continue to execute this plan, we have an amazing opportunity to own the internet when it comes to construction equipment. Few businesses are focusing on SEO which makes top Google rankings there for the taking.

We need someone to take ownership over our day to day marketing and be obsessed with increasing user growth, traffic, and SEO rankings. This includes, but is not limited to, the following:

- Create bi-weekly, SEO friendly content on our blog
- Manage the Gearflow newsletter
- Increase the number of backlinks to Gearflow
- Conduct interviews with thought leaders in the space for content creation
- Grow and engage our social following
- Contribute to industry publications as a guest contributor
- Analyze our site traffic and SEO metrics to identify opportunities to improve
- Create a community of Gearflow users
- Shine a light on equipment rental businesses and the customers they serve
- Tell us what else we can be doing

## **Who we need:**

We need a hard-working individual who is not afraid to be thrown into the deep end.

A little about you:

- You thrive in high speed, low touch working environments.
- You love to learn.
- You work hard and take pride in your work.
- You can get along with anyone.
- You are uncomfortable in your comfort zone.

## **Experience:**

- Experience with digital marketing tools - Google Analytics, SEMRush, Mailchimp, etc
- Familiarity with SEO
- Experience in content creation
- Interest or exposure working in a seed stage start-up
- Pluses:
  - Managed your own blog or website
  - Background in construction
  - Sales experience

At Gearflow, we couldn't be more excited about the direction we are headed and the opportunity in front of us. We want you to share the passion for what we are building and embrace the unknown about the journey.

If you are interested in learning more, please don't hesitate to reach out:

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