

YOU! We don't need someone with a ton of experience. We need a go-getter and an allrounder that wants to help us form the marketing strategy for Rite one day, but then doesn't shy away from running to the post office to mail the invites for our opening. We want you to do it all. A few of the requirements we would like you to have

- A background in business, marketing or a creative study
- Fluent in Dutch and English
- You can work independently
- You have a passion for sports and a healthy lifestyle
- In an ideal world you have some marketing experience, but fuck it, we know you have to start somewhere

Marketing Manager Rite

Wtf is Rite?

We are a boutique sport studio (launching in March) that offers two types of group workouts . Both sessions last 50' and will take your mind off everything. Our Bike Rite is a fun and sweaty experience where you ride on an indoor bike in the dark to epic beats with only candlelight to lead the way. Our High Intensity Training is set in a way that alternates between cardio, intervals on the treadmill, and weighted floor exercises. The concept has flown over from the US and will give a whole new definition to working out. All of the sudden it becomes fun and engaging. Oh, and you'll still burn your 1000 kcal in the session. Boooyaaa

What will I be doing?

You will become our go-to person for everything marketing related. When we say everything, we really mean EVERY THING. Ranging from strategy to execution, you will own it. Below are a few of the things that crossed our minds, but you will have the full ownership to do more or less based on what you feel will make the biggest impact. Fre and I will always be there to support or to brainstorm, but we want you to take the lead.

- **Rite launch:** We are launching mid March, we want you to organise the launch (week?) from a marketing point of view (think influencers, partnerships, press, etc.)
- **Website:** You will be in charge together with the agency to decide how to optimize our website. Some questions for you to think about:
 - Where do users drop off?
 - How can we convert more users that visit the website?
 - How do we provide the rite content (see what I did there)?
- **Acquisition:** You will help us get more new users on the bike, think new user promos, referral campaigns, etc.
- **Engagement:** How do we get our users to come back? Of course for the killer workout, but what else can we do? Think mostly CRM, but we will take your ideas on how else we can keep our users engaged.

YOU! We don't need someone with a ton of experience. We need a go-getter and an allrounder that wants to help us form the marketing strategy for Rite one day, but then doesn't shy away from running to the post office to mail the invites for our opening. We want you to do it all. A few of the requirements we would like you to have

- A background in business, marketing or a creative study
- Fluent in Dutch and English
- You can work independently
- You have a passion for sports and a healthy lifestyle
- In an ideal world you have some marketing experience, but fuck it, we know you have to start somewhere

- **Social Media:**
 - Control the social media calendar
 - Answer questions that come in through social media
 - Develop and launch new campaigns
- **Manage agencies:** We will work with an agency for performance marketing and website optimisation. You will manage that relationship.

What are we looking for?

Why should you consider it?

- You will be the 3rd member of the team next to [Frederik](#) and [Nikolaas](#), the founders.
- You will get full responsibility over the marketing strategy and execution.
- You will get to work with Frederik who has 7 years of experience in Account Management and Sales for [Greenpan](#), the fastest growing cookware company in Europe.
- You will get to work with Nikolaas who has 4 years of experience at Unilever and nearly 6 years at Uber including General Manager roles
- Both are super invested in the business and in this hire and will work closely with you to develop your skills so you learn as much as possible while growing our business
- Rite has a very aggressive expansion plan to open 5 studios in Belgium in the next 2 years. Remember the 3rd employee at Google? This can be you ;)
- You will get a [BIS contract](#) so you will get paid for the internship
- You get unlimited free Rites (#summerbody)

When can you start?

Asap but latest mid Feb. In an ideal scenario you stay on for 6 months, but we can discuss a shorter time period. The role would be a full time internship or [BIS stage](#).

If you have any further questions or if you are interested you can contact us through info@jointherite.com