



STUDENT BRAND MANAGER POSITION DESCRIPTION \$15 /HR

About Lime

Lime is aiming to revolutionize urban mobility and solve the first and last mile transportation challenges. The goal - revolutionize mobility in cities and campuses by empowering residents with cleaner, more efficient and affordable transportation options that improve urban sustainability. We take a city and school friendly approach and seek teammates to work on this challenging problem with us.

Lime is currently seeking a Student Brand Manager (SBM) to help execute marketing initiatives and support operational efforts at Washington University in St. Louis. Under the guidance of the Lime HQ team the SBM will help formulate and execute marketing campaigns on their campus. In addition, the SBM will work along side the local Operations Manager and the WashU Bike Share Coordinator to help ensure gold standard execution of Lime on campus is achieved.

Candidate Background

Full time college student

Good standings with your school

Knowledgeable about your campus and the surrounding areas

Solid understanding of the student body population

Outgoing and personable

Creative thinker and problem solver

Responsibilities

This role calls for a combination of creative ideation, strategic planning, relationship management, and execution. This role revolves around three core responsibilities:

- **Educate/Excite:** As a product expert you will educate students, faculty, staff, and the WashU community as a whole about Lime. This includes working with HQ to develop a passionate campus plan to engage the community via info booths, social media, networking, and local grassroots marketing efforts.
- **Establish:** You will work with our local operations team and the WashU Bike Share Coordinator to ensure Lime is in all the key areas of your campus. You will be the eyes and ears of your campus to help ensure user compliance with Lime and WashU requirements such that all rides end at a rack amongst other guidelines.
- **Maintain:** As we set out to achieve gold standard level of execution you will be trained by our local ops to complete various tasks such as re-balancing, vehicle movement, and more. You will also become well versed in checking a vehicles vitals to determine future maintenance work that may be needed.

The right candidate should be:

- **Startup Minded:** You can easily recognize an opportunity, develop a plan around it, and execute at a gold level standard.
- **Well Organized:** You are skilled in organization and prioritization. You accomplish tasks ahead of schedule and never have a problem meeting deadlines.
- **Good Communicator:** You have strong communication skills and are able to quickly and easily share updates with stakeholders at a given time.
- **Passionate:** You connect with Lime's mission to create a greener and more sustainable solution to transportation on your campus.

**Application Deadline: Friday, August 17th or unless position is filled prior
Have what it takes? APPLY TODAY!**

We're excited to meet you. Simply email your resume to LimeLocal@limebike.com. A team member will reach out to guide you through the interview process which consists of a prescreening round followed by a video conference interview. If selected this position will consist of 10hrs a week scheduled around your school schedule.