



RINSE - DIRECTOR OF MARKETING

Interested in joining an exciting start-up at the ground floor and having an immediate impact? Want to work with a world-class team of entrepreneurs, operators, and engineers? If so, we may have the perfect opportunity for you...

What is Rinse?

Rinse (www.rinse.com) removes the stress that comes with dry cleaning & laundry and gives you back control of your busy life. We are creating a seamless customer experience through a combination of technology, incredible service, and strong back-end partnerships. After our customers schedule an order, we then pick-up, clean, and return their clothes at their convenience. We are rapidly growing the business (and team) to help more customers recapture their precious time!

What are we looking for?

We are looking for someone who wants to **help us build a national brand in dry cleaning & laundry**. We want someone who will **excel in creating, executing, and scaling our online and offline customer acquisition programs**, and who can iterate quickly based on customer data and market feedback. We want someone who is **passionate about acquiring customers, managing funnels, reducing CPA, and increasing LTV**. The ideal candidate **goes to bed thinking about product/market fit**, wants to have an immediate impact, and wants to work with a high-caliber team.

You...

- Are itching to join an amazing company on the ground floor and manage a critical part of our business
- Are highly analytical and data driven, but are also extremely creative and forward-thinking
- Have experience acquiring customers through various channels (e.g. search, display, e-mail)
- Are exceptionally detail-oriented and can multi-task with the best of them
- Are comfortable with ambiguity, love multi-tasking and can't wait to thrive in a dynamic work environment
- Have previous experience at a start-up or in a data-driven environment

We...

- Value respect, integrity, judgment, and positive energy over job-related experience
- Are based in San Francisco, which is where we launched...but our ambitions extend well beyond the Bay Area
- Are moving quickly, are well capitalized, and want someone who will come in and hit the ground running
- Offer competitive compensation, including salary, equity, and benefits
- Are led by a world-class team with experience in start-ups, dry cleaning, and consumer focused companies. Ajay Prakash, formerly the COO of reBloom, a consumer product start-up, is a graduate of Stanford Graduate School of Business and has worked in several roles at Bain, Berkshire Partners, Bonobos, and the NBA. James Joun was formerly a healthcare venture capital investor, product manager at Genentech, and is a graduate of Harvard Business School. He also grew up in the world of dry cleaning. Sam Cheng holds degrees in Electrical Engineering and Computer Science from Stanford University. He worked as an engineer at Amazon, and built teams of developers at tech startups 3TIER and Solum.

Interested?

We are looking for someone who can think critically and analytically, has consistently been a high performer, and who can be a leader and culture carrier for Rinse. If you are interested, e-mail your resume to jobs@rinse.com to learn more.