



## OUTREACH COORDINATOR

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**Jeenie**® is seeking an Outreach Coordinator to engage and work with our community of linguists (called “Jeenies”). This position involves all aspects of recruiting, onboarding, and engagement with linguists in all language combinations. The position reports to the Global Talent Ambassador and is full-time.

### COMPANY OVERVIEW

**Jeenie** is a mobile app that connects customers to human translators for language assistance and culture advice – wherever they are in the world, at any time, via smartphone video-chat. We are a gig-economy, peer-to-peer marketplace that connects the 70% of the world that speaks more than one language to everyday people who need immediate assistance. (Think “Uber” for languages.)

As an early-stage company, we are in an exceptional position to grow a consumer mobile marketplace into a sizable market and disrupt an entire industry. We are hiring vibrant and intellectually curious team members who want to jump into a startup tech environment with both feet!

### ABOUT YOU

You...

- ...love interacting with other languages and cultures
- ...have a passion for building communities of users focused on a common goal
- ...have an affinity for helping people – you like supporting people and making them feel valued
- ...you see the opportunity to accelerate the success of others as part of your calling
- ...enjoy regularly interacting with people – whether directly or through social media – and thrive on personal engagement with others
- ...BUT you are also great at time management, so you know how to compartmentalize interactions in a way that lets you focus uninterrupted on ongoing projects
- ...love putting together a plan and seeing it through
- ...are a technology buff, but find that the combination of technology with the human element is essential

### KEY RESPONSIBILITIES

As Outreach Coordinator, your role will be to grow and nurture the provider side of our marketplace: our language “Jeenies.” You will:

- Be the main point of contact for providers and help them navigate the process of learning about, joining, and participating in our platform
- Be responsible for converting our providers into a loyal, committed community of Jeenies worldwide who feel valued and appreciated
- Collaborate with company leadership to solve problems, explore and implement new ideas, and improve performance so our provider community can thrive
- Work with our tech team to improve the experience of Jeenies (and customers!) on the app



**You will be responsible for:**

- Reaching out to language speakers around the world and motivating them to join Jeenie's community of providers
- Bringing language speakers onto the Jeenie platform and preparing them to deliver a successful and exceptional experience to their customers
- Qualifying and assessing Jeenies to maximize their potential and success
- Developing and automating processes to optimize the full Jeenie supply chain and life-cycle
- Creating referral programs to reward Jeenies for generating business
- Empowering Jeenies develop their entrepreneurial spirit and build their own networks and brand on the platform
- Helping implement new systems for evaluating and assessing Jeenies, including through the use of badges, rewards, incentives, and more

**Day to day, you will engage in activities such as:**

- Researching new ways to attract linguists worldwide to sign up with Jeenie
- Managing recruitment efforts directly
- Identifying channel organizations through which we can find and motivate Jeenies
- Communicating with Jeenies via email, chat, phone, social media, and the Jeenie app itself
- Maintaining and updating the Jeenie database, including through Tableau and Google tools
- Tracking and reporting on Jeenie metrics to the team
- Exploring and implementing new ways to automate and scale our provider-based processes
- Developing a robust referral program for both Jeenies and customers
- Helping build out our Senior Jeenie Program, designed to bring structure to the community of Jeenies and engage the most enthusiastic Jeenies more fully
- Working with the tech team to respond to support tickets as needed
- Notifying senior management about urgent issues and helping create solutions to solve individual issues, as well as to prevent future issues
- Assisting with reporting and transfers of fees earned by Jeenies on the platform
- Developing and sending marketing materials to the entire Jeenie community
- Representing Jeenie at events, including trade shows, conferences, etc.

**Your performance in this position will be measured by:**

- Growth in the number of Jeenies in our system by language pair
- Increase in the number of countries and languages covered
- Online participation of Jeenies on the platform, including how much time each Jeenie spends online
- The rate of turnover of Jeenies on the platform
- Number of customer referrals generated by Jeenies
- Customer satisfaction ratings



## QUALIFICATIONS

- B.A. degree or equivalent
- Experience with managing outreach to communities or memberships
- Background in building and growing networking platforms
- Experience in creating content and engagement activities for a community
- Strong writing skills and attention to detail
- Knowledge of Chinese or Japanese preferred
- Familiarity with Tableau and database systems a plus

Jeenie is an Equal Opportunity Employer – Minority / Women / Disability / Veteran / Gender Identity / Sexual Orientation.

**Contact:** [Jobs@Jeenie.com](mailto:Jobs@Jeenie.com)