



# ARE YOU...FLEXIBLE?

## DIGITAL INTERN WANTED FOR HEYOUTS - LAST MINUTE WORKOUTS

**Time commitment:** 50-100%

**Start date:** ASAP (Q1 2017)

**Location:** Stockholm

**Start date:** 4-6 months (minimum 2 days/week)

We are now looking for our first amazing digital marketing intern ready to come onboard to make people sweat more! You will work closely with our CEO and COO. The right person could potentially be HeyOut's next CMO!

Since we are a small, growing team, you will be given a lot of responsibility around marketing and growth and of course keeping constant contact and understand our users both online and offline.

### OUR OFFER

HeyOuts is a disruptive, last-minute marketplace for exercise, unlocking the top gyms and exercise studios in Stockholm and West Europe. As a digital marketing intern at HeyOuts, you must absolutely love digital, sports, people, and big ideas.

You are driven, somewhat sporty, and can't wait to fix the things broken in exercise! At HeyOuts you will really have the chance to influence the direction ahead, developing an already revenue generating & potentially disruptive product and be part of something really big.

### THE ROLE

You will be in the crosshairs of both our developers and our marketing side. Your responsibility is **1) The Funnel** - make sure users get a great digital AND physical experience and **2) The Growth** - once users love us, you'll help us find even more of those users, fuelled by the digital tools we have, or those that you create with our tech team.

We have big ideas, and we need your help. Know when to do things that scale, and when not to. Your task will be to handle how we treat each new user (know your "funnels"!), and treat them best. You have no problem setting up and executing a brilliant strategy to attract 500 yoga lovers and convert them into paying HeyOuts users. If you're the right woman (?) for the job, among your future tasks will be to assist to draw and executing the big plan outlining how we will do the same for our next cities abroad. Let's help people sweat more!

### BENEFITS

- 10.000 SEK
- All the workouts you can do

## YOUR PROFILE

### **We expect you:**

- Have a huge interest in things digital, with an open mindset
- Have tried working out at least once
- Want to know and work with digital models, methods and tools such as “HOOK”, CAC’s, LTV’s, AARRR and RICE. Maybe you know even better ones?
- Are a goal-oriented team player, with a sense for details
- Like to work in a fast-changing environment
- Take initiative and make smart mistakes
- Get inspired by working with a product that makes people feel better
- Have a gung-ho, high-five-ish, ALL-IN attitude to work, sport, life, people & other mammals

### **Nice-to-haves:**

- Design skills (Sketch, PS and/or Illustrator)
- Knowledge in SEO

### **Key responsibilities:**

- Manage our digital and physical customer journey, being the bridge between our marketing and tech-side
- Research and benchmark above journey, along with smart marketing initiatives, to drive the growth among yoga and other communities
- Make sure users are growing, and happy by tracking key demand-related KPIs and growth metrics
- Communicate closely with our “Demand” of yoga / exercise users: be a main user contact point, in Stockholm
- Work out at partner yoga studios (everyone’s gotta sweat some!)

Email **stockholm (at) heyouts.com**, and write something you’ve done that makes us scream HEY!



## ABOUT HEYOUTS

**More sweat to the people!** More than 50% of Swedes are overweight or obese, and that’s schmuck, we say. HeyOuts mission is to make people sweat more. Whereas Netflix & chill is awesome, a great workout can be really something. That’s why we’ve set out to fill the 10.000 empty gym spots that face stockholmers every day. We start by offering yoga at our 5 favourite yoga studios in Stockholm in February 2017. The spots are last-minute, so they’re usually pretty cheap.

Get the HeyOuts iOS app today, and get sweating! <https://appstore.com/heyouts>