



We are looking for innovative, organized, ambitious and creative marketing types to help us launch our Internet-of-Things water meter, Hydroid. Hydroid helps people save money, conserve water, and protect property from water damage due to leaks.

You must be self-motivated, achievement driven, disciplined, organized yet very flexible and have a desire to work in an early-startup environment. You will work in a small team with experienced marketing and sales professionals who work hard, expect excellence yet like to have fun, too.

Job Location: San Marcos, Texas.

Time and hours: Part-time. Approximately 15-20 hours per week, with potential for permanent placement.

Pay Rate: starts at \$8/hour

Skills needed: Critical thinking, copywriting, digital media creation, social marketing fundamentals.

Job Description

You will be tasked with the following, with additional tasks TBD:

Product Support

Work with the team to identify places in Hydroid's app where we can provide user help. Study the app. Interview the team. Gather requirement and input. Create plan. Build content. Work through team discussions and review. Gain final approval. Work with team to integrate into the app.

- Hints
- App use instructions
- Videos
- Instant help chat

Marketing

Work with small marketing and sales team to identify needed assets. Contribute to the creation of marketing assets: write copy, create brochures, direct mail pieces, digital imagery, video, etc.

Help maintain an active social media campaign by sharing related articles and posts, writing content, creating digital media, for several social media channels

Market Research

Research various markets where Hydroid can provide value outside of key segments.

For example:

1. Research the insurance industry to find insurance companies who offer incentives for leak prevention and water control.
1. Find markets where incentives are provided for conservation efforts, green building, etc. Such as LEED, WaterSense, etc

About Us

The two co-founders and Director of Marketing are all Texas State alums. Well, a couple of us when it was still Southwest Texas State...

Together we have years of experience in data networking, client/server environments, systems automation, computer processing, programming, print and media, digital and social marketing.

We offer students an exciting and well-rounded work/learning experience, featuring:

- International experience: Jim has worked in 18 countries and currently manages teams from U.S., Canada and China
- The ability to build and manage delivery schedules, milestone goals and measurements with owners
- Opportunity to participate in the next big thing
- Learn about Go to Market strategies, plans and execution through various sales and marketing campaigns and tactics
- Participate in a well-structured, disciplined startup

Apply Online

<https://hydroidmeter.com/jobs/marketing-intern-2/>