



Taxi Magic

Position: Community Manager

Posted:	February 23, 2011
Company name:	RideCharge Inc., d/b/a Taxi Magic
Location:	Alexandria, Virginia
Department:	Marketing
Benefits:	Health, 401k, Stock Option Grants, Vacation
Terms of employment:	Salaried, full-time employee
Length of employment:	Permanent
Onsite:	Yes
Travel:	Yes

Company overview

Taxi Magic is an exciting, fast-growing, technology startup revolutionizing the taxi industry. We make electronic booking products, a back-seat Passenger Information Monitor (PIM), and additional technology solutions for taxi fleets and end users. Award-winning electronic booking services allow consumers and business travelers to quickly and easily book a ride from any smart phone, cell phone or PC with over 60 taxi fleets across North America. Recent top-app awards include Wired Magazine, CNET, PC World, Business Insider, and SFWeekly. The industry's most advanced PIM provides entertainment content, place-based media, and credit card payment for taxi passengers.

Taxi Magic is part of RideCharge Inc., a private company founded in 2007 and based in Alexandria, VA. Our team of over twenty full-time employees is dedicated to building a great company. We work hard but have fun together. The office environment is casual with dogs, ping pong, and video games, and a wide range of attire. For more information, please visit www.TaxiMagic.com.

Job description

The Community Manager - reporting to the Vice President of Marketing - will be responsible for growing and managing the Taxi Magic user community. Key success metrics will include community size, app downloads, number of users, and booked rides. Responsibilities may include:

- Develop the strategy for building the Taxi Magic community.
- Manage social media channels including Facebook, Twitter and our blog. Contribute to website. Write engaging content and work with other employees to involve them in contributing content.
- Generate PR through traditional, Internet and social media outlets.
- Design and manage a loyalty program to reward regular users and encourage viral marketing.

- Build a local program to promote Taxi Magic in major cities across North America. Program components might include interns, safety, bars and restaurants, hotels, universities, and local user events.
- Work closely with Heineken and other Taxi Magic sponsors to coordinate marketing programs.

Experience and skills desired

- Bachelor's degree from strong academic university. MBA desirable.
- 2-4 years of professional experience
- Functional experience in marketing - traditional and social media
- Background in and passion for technology
- Strong writing skills
- Creative thinker and problem solver
- Proficiency with Word, PowerPoint, Excel, and graphic design software like Adobe Illustrator.
- Ability to engage and communicate face-to-face with end users
- Ability to work in a fast-paced environment and manage multiple projects simultaneously
- Experience managing others

Hiring process

Please email resume and cover letter to jay@taximagic.com. Interviews will be granted on a rolling basis. Due to the large number of responses, replies will only be sent to candidates selected for an interview. Thank you for your interest.