

The Job Interview

THINK LATITUDE

Chicago, IL

Think Latitude creates prototypes for people with ideas for apps or software. They are looking for a Marketing Manager to spread the word about the company to entrepreneurs and business leaders across the country.

BUSINESS

Website: www.thinklatitude.pro

Size: 5 employees

Industry: Software Development



ABOUT THE COMPANY:

- Think Latitude is a software developing company that works with small businesses looking to get their software concept off the ground. Since many aspiring entrepreneurs do not come from a software background, Think Latitude works with them every step of the way to develop the product and turn their idea into a reality.

JOB POSTION: Marketing Manager

Job Level: Mid-Level

Salary Range: \$40K to \$70K plus Company Equity

Tentative Start Date: September 2017

RESPONSIBILITIES:

- The Marketing Manager will be responsible for creating and executing Think Latitude's marketing strategy. They will create and manage the overall marketing budget, track and analyze metrics, and generate reports.
- The successful candidate will also be responsible for managing the company's presence at trade shows, on social media, and on their website. They will be on the frontline of providing customer satisfaction and retention.

INTERVIEWERS CEO: Andy Sajnani



- Andy believes people with a diverse background can potentially offer more than an applicant with straight technical skills. In his interviews, he doesn't look for the most skilled candidate, but the one with eye-popping passion and a willingness to learn.
- For Andy, demonstrating individuality in the interview is key. He'll often ask about their extracurricular activities and hobbies—not only to gauge their leadership skills, but also to give them an opportunity to make themselves memorable.
- His biggest strength is gauging competency by observing body language. He likes to analyze candidates' communication skills (both oral and written) by instructing them to write up a marketing pitch for an object in the room. He'll then judge their body language throughout both the creation and presentation.

COO: Misha Shah



- Misha focuses on understanding the interviewee's strengths and digging into their compatibility with the role. She also assesses the individual's enthusiasm for the role and the company.
- She often hones in on their attitudes, perceptions, and motivation. She wants to forecast how the potential employee will tackle problems, express their ideas, and generate cohesive collaborations with the team.
- Misha presents candidates with scenarios based on incidents that have occurred with customers in the past to understand their resourcefulness and problem solving skills.

Producer's note: *The successful candidate will need to have at least a few years of relevant marketing experience.*