

NFLPA Externship, WeWork Labs

WeWork Labs

WeWork Labs is a new business unit which mission is to make WeWork the long-term friend and partner to early-stage startups, helping them fulfill their destiny, and to power all organizations that share the same intention. Our vision is to be there for anyone who wishes to take the startup path, be the best place to start, and forever partner in success and failure. We offer a global platform that helps startups grow and succeed through community, education, mentorship, investments, press and more, and deliver directly under the WeWork Labs brand and indirectly by powering incubators and accelerators.

The Ideal Candidate

You're an out-of-the-box thinker with some technology roots; a well organized self-starter who is eager to jump in feet first. You bring a proven history of initiative, self-direction, creativity and the ability to meet deadlines and evidence that you are a top performer in your current role. You are extremely hands-on and have a deep desire to work in a startup environment as its constantly changing and you love being part of something bigger than yourself. Daily experience will also include partnering closely with centralized and market-level sales, partnerships, programming, strategy, and corporate HQ teams.

Responsibilities

The list of duties and responsibilities is illustrative only, and is not a comprehensive listing of all the duties and responsibilities performed by positions in this class.

Programming (Option 1):

- Become familiar with and help evolve our world-class products that help our customers run their businesses more efficiently
- Help establish, execute, and maintain the vision for the global and local Labs program
 - Study usage trends as they relate to upcoming features and define product feature goals
 - Examine results of previous goal sets to determine areas for improvement
- Research and test potential solutions for future functionality
- Meet and work with sales and support teams to determine opportunities for improvement
- Meet and work with the marketing team to build plans for different stakeholders
- Interview customers to gain insight into opportunity areas

Partnerships (Option 2):

- Help advance new and existing partnerships across our two business lines (Startup Spaces and Corporate Innovation)
- Prospect new potential partners, test outreach methods, and join initial partnership meetings
- Learn the basics of outbound sales and consultative selling
- Learn how to structure an initial partnership pitch
- Assist with weekly reporting and pipeline tracking
- Collaborate with multiple internal teams and move partnerships through the sales funnel

Desired Skills / Qualifications

- A people person and a great teammate
- Ability to both work collaboratively across functions and independently
- Willingness to take on new challenges, responsibilities, and assignments

- Creative thinking and flexibility -- ability to multitask and handle pressure in a fast-paced environment
- Interest in and/or curiosity around the startup industry
- Interest in and/or curiosity around the technology industry
- Demonstrated ability to prioritize and manage critical situations
- Proactive, reliable; driven to achieve team goals
- Demonstrate integrity, dependability, responsibility, accountability, self-awareness, work ethic, and empathy
- Passion and understanding for WeWork's mission and values