



Chief Marketing Officer

Location: 100% Remote - Full time position

To apply for this position please send your CV to recruitment@singularitynet.io informing the job title in the email subject line.

What you should know about the SingularityNET organization:

SingularityNET is the world's leading decentralised AI platform and organisation. The SingularityNET decentralized network, and the associated nonprofit SingularityNET Foundation, were founded in 2017 with an extraordinarily ambitious and important mission: To work toward beneficial Artificial General Intelligence (AGI) guided and controlled in a democratic and decentralized manner. Now in an exciting exponential growth phase, SingularityNet is launching a number of inspiring and ambitious spin-off projects planned as part of its Phase 2 whitepaper, including infrastructure, media and biomedical projects.

Global and decentralised, SingularityNET works with a team of c.a. 100 talented scientists, engineers and operational experts, working either remotely or in hubs of excellence worldwide. At SingularityNET we value collaborative and creative ways of working, within a culture of openness and transparency where every team member is empowered to make their finest contribution and thrive. We are committed to diversity and inclusion and all candidates are welcomed and encouraged to apply irrespective of race, gender, age, religious beliefs, LGBTQ+ affiliation or any other minority characteristic.

What we are looking for:

A Chief Marketing Officer candidate who should be able to have a global overview of our business and marketing strategy, and be enabled to manage and support our marketing strategy and campaigns looking after its community for the AI and cryptocurrency markets.

This position will report to the COO and he/she will be responsible for the delivery of key digital marketing and social media strategy deliverables for the business.

As well acting as a successful track record of CMO in a fast-paced, continuously evolving environment. If you have a service-oriented personality, and you are looking forward to working with a diverse set of experts and stakeholders across global time zones this is the right place and position for you.

Your responsibilities will include:

- Manage the marketing strategy for SNET and its Ecosystem when required.
- Plan, direct and coordinate marketing budgets in accordance with organizational goals.
- Plan, execute and optimize promotional and giveaway campaigns to deliver on marketing and brand awareness goals.
- Direct, manage, plan and develop multiple avenues of marketing strategies to attract users and investors to the platform.
- Manage and Coordinate with Public Relations (PR) team and marketing agencies.
- Communicate with agencies, employees, marketing staff, editors, artists and copywriters and manage them.
- Plan and approve marketing campaigns and everything else to be announced publicly or advertised in the media.
- Manage and oversee social media accounts and websites to engage existing users and investors and establish positive public relations, train the team to manage the success of these accounts.
- Research trends and new marketing opportunities, and brainstorming ideas.
- Address and manage problems and troubleshooting campaigns.
- Analyze campaign performance, developing action plans and executing them with the team support.
- Provide advice on advertising and marketing methods for new and existing services and products.
- Work hand-in-hand with ad agencies and internal contractors to establish and meet goals of projects and enforce timelines
- Choose the most effective places to advertise for each product or service and manage them and their results.

Typical tasks required:

- Act as a Marketing advisor
- Creation and implementation of marketing campaigns
- Creation and implementation of community engagement strategies
- Oversee ad management agency
- Oversee PR and branding agency or internal contractor
- Creation of landing pages aimed at getting new investors
- Copywriting on specialized blogs, etc
- Establish links with influencers or guide the team about how to do it
- Email marketing: write newsletters
- Planning of community events
- Work on a decentralized structure and culture, also train others on decentralized methodology.
- Organize efficient and effective meetings with teams, SNET community admins and stakeholders
- Coach team members and peers in their day to day usage of regulations, tools and processes.

In tandem with our internal team of artists, designers, copywriters:

- Manage and oversee creation of promotional video content
- Manage and oversee creation of social media content
- Manager the creation team.

Soft Skills Requirements

- The successful Chief Marketing Officer should be a creative thinker who can pinpoint the specific needs of a project but also keep in mind the larger components necessary for its completion.
- He/She should be a confident leader and someone who plans ahead.

Your top skills should include:

- Strong knowledge of of Crypto and specifically AI and DeFi Marketing
- Excellent organizational and planning skills
- Excellent people skills and management
- Highly Analytical
- Personable and able to work in a team environment
- Excellent verbal and written communication
- Strong attention to detail
- Creative and innovative thinking
- Good research and problem-solving skills
- Ability to work well under pressure
- Adaptability

Technical Skills Requirements:

- Degree in business administration or marketing preferred.
- 5+ of experience in the field of marketing, sales or public relations as a Marketing Manager, Marketing Director or Chief Marketing Officer
- 3+ years of experience as Chief Marketing Officer is desirable
- Experience in cryptocurrency, AI and DeFi
- Expertise to manage employees and provide direction
- Expertise to manage communities and increase subscribers
- Experience building, developing and maintaining social media communities
- Stay up to date with latest social media best practices and technologies
- Use social media marketing tools such as Hootsuite
- Experience with working in a fast-paced, complex, distributed environment, preferably a startup or scale-up organization
- Broad technical knowledge and eagerness to keep developing yourself and learn about the ins and outs of all the projects SingularityNET is undertaking

- Experience working cross-functional teams to deliver projects with multiple dependencies and constraints
- Flexibility in working hours, ability to work under pressure and adjust quickly to changing goals and timelines.
- High level of accuracy and excellent reporting and presentation skills
- Hands-on experience
- Fluent in English

What you will get in return:

- Being part of one of the greatest AI and blockchain teams in the world that aims to create beneficial Artificial General Intelligence for the good of humanity
- Working on multiple projects that each have the potential to change the world in domains like health, finance, media, and computing
- A lot of freedom and responsibility in organizing your work hours and location
- Opportunities to advance your career in many potential directions
- Salary and benefits are in line with your experience and location you are based.

The foundation reserves the right to update this job description any time.