

Marketing Director

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 we are looking for:

SingularityDAO is looking to hire a Marketing Director as part of the team's expansion to create brilliant Marketing Campaigns and look after its community for the cryptocurrency markets.

The Marketing Director will report to the CEO and he/she will manage the delivery of key digital marketing and social media deliverables for the business.

What you should know about the SingularityDAO organization

SingularityDAO is a decentralised, DeFi protocol with the main goal of governing DynaSets, diversified baskets of cryptocurrency assets dynamically managed by Artificial Intelligence.

As we approach the launch of our main product 'DynaSets' - HedgeFund like Dynamically Managed Asset Sets, we are looking to welcome an experienced, passionate and determined individual to embrace the role of Senior Marketing Manager. We pride ourselves on being at the forefront of technological innovation in the field of AI, finance and cryptocurrencies and to apply the concept of liquid democracy, also known as delegative democracy, to our project. This will allow our users to vote directly on proposals or delegate their votes on decisions affecting the trajectory of the SDAO project.

You also will be part of the SingularityNET ecosystem's world-class AI and blockchain team and advance the state-of-the-art in the application of machine learning tools to crypto-finance.

Your responsibilities will include:

- Manage the marketing strategy for SDAO
- Plan, execute and optimize promotional and giveaway campaigns to deliver on marketing and brand awareness goals.
- Directing, managing, planning, developing multiple avenues of marketing strategies to attract users and investors to the platform
- Coordinate with Public Relations (PR) teams and marketing agencies
- Communicating with agencies, employees, marketing staff, editors, artists and copywriters

- Managing and overseeing of social media accounts and websites to engage existing users and investors and establish positive public relations
- Researching trends and new marketing opportunities, and brainstorming ideas
- Addressing problems and troubleshooting campaigns
- Analyzing campaign performance, developing action plans, and executing them.
- Providing advice on advertising and marketing methods for new and existing services and products
- Working hand-in-hand with ad agencies and staff members to establish and meet goals of projects and enforce timelines
- Choosing the most effective places to advertise for each product or service and manage them and their results.

Typical tasks required:

- Creation and implementation of marketing campaigns
- Oversee ad management agency
- Oversee PR and branding agency
- Creation of landing pages aimed at getting new investors
- Copywriting on Quora, Medium, Hackernoon, specialized blogs, etc
- Establish links with influencers
- Email marketing: write newsletters
- Planning of promotional events

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

- Oversee creation of promotional video content
- Oversee creation of social media content

Soft Skills Requirements

- The successful Marketing Director 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 DeFi Marketing
- Excellent organizational and planning skills
- Excellent verbal and written communication
- Highly Analytical
- Personable and able to work in a team environment
- Strong attention to detail
- Creative and innovative thinking
- Good research and problem-solving skills
- Ability to work well under pressure

- Adaptability

Technical Skills Requirements:

- University degree in business administration, sales or marketing preferred
- 5+ of experience in the field of marketing, sales or public relations
- 3+ years of experience as Marketing Director
- Experience in cryptocurrency and DeFi
- Expertise to manage employees and provide direction
- Fluent in English

What you will get in return:

- Being part of one of the greatest Defi 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 Defi and cryptocurrency
- 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 in line with your experience and location that you are based.

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