



Job title: PR and Social Media Management

100% Remote Worldwide
Full-time

To apply for this position please send your CV to recruitment@nunet.io with the job title as the subject line.

The Company

NuNet, a spin-off of SingularityNet, is a multi-sided platform for shared and globally distributed computing. NuNet platform is an open-source software, designed to be an extremely flexible network, encompassing mobile consumer devices, edge computing, and IoT devices alongside PCs, servers and data centers, allowing seamless interoperability among its components and intelligent automation of workflow design. NuNet leverages Web3 technologies, server-less container execution, service mesh orchestration, crypto-economy, and more, toward the creation of the decentralized “world computer”.

At its heart, NuNet is a software company engaged in deep-tech research and development aimed at building and bringing to the world new and amazing technological solutions. NuNet platform uses blockchain technologies and crypt-economic mechanisms for powering value exchange in a machine-to-machine marketplace of decentralized compute resources and algorithms.

For more information about NuNet see:

- Webpage at <https://nunet.io>
- Whitepaper at https://nunet-io.github.io/public/NuNet_Whitepaper_2.0.pdf
- Current roadmap at <https://nunet.io/roadmap/>;
- Social media: <https://medium.com/nunet>, https://t.me/NuNet_Community, https://twitter.com/nunet_global

Job Description

As a multi-sided platform and a meta-marketplace, NuNet exposes itself to a diverse and ever-expanding array of stakeholders, including token holder community, community developers, compute providers, AI researchers and developers, application developers, data owners and providers, technology providers, small and large businesses and more.

We are looking to hire a PR and Social Media Management candidate to work closely with the NuNet Marketing team to aid in the implementation of NuNet’s marketing strategy and shaping the multi-marketplace further as the company scales up.

A PR and Social Media Management candidate, as part of the team’s expansion, should be able to have a global overview of our business and marketing strategy, and be enabled to support our marketing strategy and campaigns looking after its community for the web3 infrastructure and cryptocurrency markets.

NuNet is a start-up with an exciting journey ahead. Your contributions will have a great impact on the future of the company, and you would get the opportunity to grow it and grow alongside it.

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

As well as acting as a successful track record of PR and Social Media Management in a fast-paced, continuously evolving environment. If you have a service-oriented personality, and you're

looking forward to working with a diverse set of experts and stakeholders across a global time zones this is the right place and position for you.

Responsibilities

Public Relations (PR):

- Plan and budget for PR events, programs, and initiatives
- Help in designing and reviewing a variety of promotional and marketing materials
- Design and review the online content in media announcements and media kits
- Monitor corporate image frequently and ensure it is in compliance with company brand
- Check and manage content produced for website and social media channels
- Determine KPIs for PR
- Measure and provide reports on each PR campaign
- Following training or doing self-study to strengthen skills

Influencers

- Develop and execute influencer marketing strategies and creative campaigns
- Identify and build relationships with prominent influencers and thought leaders
- Develop content ideas and write and curate content
- Research relevant industry experts, competitors, target audience and users
- Brainstorm new, creative approaches to influencer campaigns
- Keep abreast of emerging trends, technologies and influencers
- Liaising with the marketing team to create and coordinate marketing strategies that work across different channels
- Following training or doing self-study to strengthen skills.

Social Media

- Develop, implement and manage our social media strategy
- Define most important social media KPIs
- Manage and oversee social media content
- Measure the success of every social media campaign
- Stay up to date with latest social media best practices and technologies
- Use social media marketing tools such as Loomly
- Work with copywriters and designers to ensure content is informative and appealing
- Collaborate with Marketing and Product Development teams
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Following training or doing self-study to strengthen skills

Organize efficient and effective meetings with participants and stakeholders

Coach team members and peers in their day-to-day usage of regulations, tools, and processes.

Additional tasks can be added as per NuNet's needs

Requirements

- A University degree in business administration, sales or marketing preferred
- A proven track record with 2+ of experience in the field of marketing, sales or public relations
- Experience building, developing, and maintaining social media communities
- Experience in cryptocurrency, Web3, and DeFi field



- Experience with working in a fast-paced, complex, distributed environment, preferably a startup or scale-up organization
- Experience working with cross-functional teams to deliver projects with multiple dependencies and constraints
- Broad technical knowledge and eagerness to keep developing yourself and learn about the ins and outs of all the NuNet platform
- High level of accuracy and excellent reporting and presentation skills
- Great communication skills
- Proficient in English, written and spoken
- Hands-on experience
- Flexibility in working hours, ability to work under pressure, and adjust quickly to changing goals and timelines.

Benefits

- Remote work – ability to work from anywhere in the world.
- Flexible schedule – with a lot of freedom and responsibility in organizing your work hours and location.
- Opportunities to advance your career in many potential directions
- Reimbursement for work-related expenditures
- Salary and benefits in line with your experience and location where you are based

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