

PR and Social Media Management Lead

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.

As PR and Social Media Management Lead, you will manage, support and coordinate the team and the broad and diverse marketing project portfolio within SingularityNET.

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 PR and Social Media Management lead 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 lead and support our PR and Social Media Management team, marketing strategy and campaigns looking after its community for the AI and cryptocurrency markets.

This position will report to the Chief Marketing Officer 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 PR and Social Media Management Lead 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 Public Relations (PR) team and agency:

- Manage a PR Agency who will plan, implement and manage public relations programs
- Manage a PR internal resource
- Plan and budget for PR events, programs and initiatives with the team, advise them and approve or guide them on their ideas.
- Help in designing and reviewing a variety of promotional and marketing materials and approve them.
- Overseen design and review the online content in media announcements and media kits
- Overseen and monitor corporate image frequently and ensure it is in compliance with company brand
- Overseen and manage content produced for website and social media channels
- Determine KPIs for PR
- Advise, measure and provide reports on each PR campaign
- Manage the team, advise and guide on PR initiatives

Lead the team and create Influencer networks:

- Lead the team and advise on influencer networks creation
- Advice and lead the team on developing and executing influencer marketing strategies and creative campaigns
- Overseen the team guide them to Identify and build relationships with prominent influencers and thought leaders
- Develop content ideas and write and curate content and oversee the team.
- Be responsible for team research of 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 Tasks:

- Manage the team and guide them to develop, implement and manage our social media strategy
- Define most important social media KPIs for the team members and manage them
- Manage and oversee social media content
- Manage and 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 Hootsuite
- Manage copywriters and designers to ensure content is informative and appealing
- Collaborate with Marketing, Sales and Product Development teams
- Monitor SEO and user engagement and suggest content optimization
- Manage, oversee and 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 company's needs.

Requirements:

To be successful in this role you will need:

- University degree in marketing, business administration, sales or equivalent
- A proven track record with 3+ years of experience in the field of marketing, public relations, social media management lead or marketing lead
- Experience managing marketing professionals
- Experience building, developing and maintaining social media communities
- Experience in cryptocurrency and DeFi field
- Experience with working in a fast-paced, complex, distributed environment, preferably a startup or scale-up organization
- Experience working 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 projects SingularityNET is undertaking
- 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.
- Cryptocurrency, AI and Defi knowledge.

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.