

## **PR and Social Media Management - SDAO**

**Location:** 100% Remote - Full time position

**To apply** for this position please send your CV to [recruitment@singularitynet.io](mailto:recruitment@singularitynet.io) informing the job title in the email subject line.

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

### **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.

### **What we are looking for:**

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 DeFi and cryptocurrency markets.

This position will report to the Marketing Director 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 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:**

**Public Relations (PR):**

- Manage a PR Agency who will plan, implement and manage public relations programs
- 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 Tasks:**

- 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 Hootsuite
- Work with 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
- 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 business administration, sales or marketing preferred
- A proven track record with 3+ of experience in the field of marketing, sales or public relations,
- 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.**