

## Token launch Marketer & Copywriter

**Location:** 100% Remote - Full time position. London preferred.

**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 Token launch Marketer & Copywriter, you will help to support and coordinate 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 porting its decentralised marketplace to Cardano and increasing focus on dramatic expansion of decentralised AI services, while launching a number of inspiring and ambitious spin-off projects planned as part of its Phase 2 whitepaper, including biotech, DeFi and creator economy projects.

### **What you should know about the SingularityNET organization:**

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:**

As Token launch Marketer & Copywriter candidate, you should be able to have a global overview of our business and marketing strategy, and be enabled to support our marketing strategy and market team helping to look after campaigns working with community and investors to support successful token launch activities.

This position will report to the Chief Marketing Officer and he/she will be responsible for the delivery of key digital marketing, social media strategy and copywriter deliverables for token launch activities.

As well acting as a successful track record of Token launch Marketer & Copywriter 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:**

- Producing marketing materials
- Collecting data and forecasting trends
- Conducting market research
- Communicating with ecosystem partners (internal and external)
- Creating advertising materials
- Managing daily administrative tasks
- Promoting company products and services
- Checking marketing activities of competitors
- Analyzing consumer behavior and collecting data
- Coordinating with design and content teams
- Assisting with planning and organising promotional events
- Lead and support the implementation of the marketing strategies with your fellow team members.
- Establish correlations between marketing activities and tokenomics and collaborate on a marketing intelligence dashboard.
- Research and examine new opportunities and the best practices in niche markets
- Design specialized campaigns for a specific targeted population
- Manage email marketing campaigns
- Suggest improvements regarding communications and imagery
- Manage and examine current and potential organic and paid acquisition channels
- Keep abreast of marketing trends and best practices
- Monitor market intelligence and keep track of competitor movement and market situation
- 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.

**Copywriter:**

- Create 4-8 pieces of free content resources each month to drive leads, subscribers, awareness
- Creating various types of content such as ebooks, whitepapers, infographics, guides, blogs, video's, podcasts, newsletters etc.
- For videos and podcasts: create scripts where needed for others, and sometimes record something yourself or in collaboration with others.
- Manage and develop a content marketing strategy with your fellow team members.
- Grow our community through a content strategy in collaboration with our community lead.
- Work with designers, product marketing, sales, and external influencers and other industry experts
- Contribute to website content.
- Following training or doing self-study to strengthen skills.

**Requirements:**

To be successful in this role you will need:

- University degree in marketing, business administration, sales or equivalent.
- A proven track record with 4+ of experience in the field of marketing or public relations.
- Experience working as copywriter, creating content for a diverse range of media.
- Experience in supporting a cryptocurrency project launch.
- Knowledge building, developing and maintaining social media communities
- Knowledge in cryptocurrency and DeFi field
- Knowledge with working in a fast-paced, complex, distributed environment, preferably a startup or scale-up organization
- Be interested in learn about how to work 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
- Learn how to deliver 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.**