

## **Marketing Lead (Exp in crypto companies required)**

**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.

SingularityNET is looking for an exceptional marketing professional at the Marketing Lead level with crypto marketing experience to help manage part of our marketing operations team. The successful candidate will be a go-getter with demonstrable experience and expertise in marketing in the crypto and technology space. Direct experience of working in a successful crypto marketing environment, coupled with energy and enthusiasm is more important than number of years of experience.

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

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

SingularityNET is the world's leading decentralised AI platform and organisation. The SingularityNET decentralised 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 decentralised 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.

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.

### **This exciting role encompasses the following responsibilities:**

- Support the CMO on development and execution of a marketing strategy across all major markets globally considering local and global communications as appropriate based on demographics and target audience, across websites, social channels and media outlets, for the SingularityNET foundation and its incubating projects, including Deep Funding initiatives
- Oversee and direct both internal PR expertise and external PR agencies to ensure maximum exposure and growth for SingularityNET and its ecosystem across a range of crypto and tech digital media outlets, as well as some more traditional tech media

- Craft and oversee a social media strategy to excite and grow SingularityNET/s community across a range of social media channels, developing and promoting an exciting vision of technological progress and catalysing viral responses
- Support the CMO on the development of a suite of marketing KPIs and data for regular monitoring in a data driven environment, understanding markets, consumers, community and token holders needs and responses
- Develop and lead different marketing campaigns which support different types of work at SingularityNET, including specific campaigns for: token launches; the SingularityNET two sided AI platform, investor relations and attraction. SingularityNET operates across multiple industry verticals so an ability to sense the requirements for and adapt to each vertical - e.g. healthtech vs music industry - is required for subtle marketing variations
- Support the CMO liaising with spin-off marketing heads, and other ecosystem marketing leaders for maximum cross-ecosystem synergies
- Support the CMO working with other functional and project leads at SingularityNET to help the CMO to ensure that requirements for marketing resources are identified in advance and appropriately planned and resourced, with support from the operational planning team
- Help the whole HR team to oversee all community engagement and communications, helping to harness their enthusiasm and passion for SingularityNET
- Understand SingularityNET brand reach and recognition, and develop appropriate marketing campaigns.
- Buy-in to the open, transparent, decentralised values of SingularityNET and its ecosystem, helping to promulgate those values throughout the team and through contribution to the wider SingularityNET teams.
- Thought leadership of aspects of progressive decentralisation as the SingularityNET foundation moves towards greater levels of decentralisation
- Maintain a perspective on marketing events and developments in the industry, learning from what other successful crypto projects do and always striving to be the best in the world

The ideal candidate will possess a marketing or related degree, and be able to demonstrate leadership of successful crypto-marketing campaigns; it is necessary to have had process and people management prior experience - the right energy, values and ability to fully grok the nature of marketing in a crypto-environment are super important.

**As an ideal candidate, you will also:**

- Have a clear vision of effective marketing and social media strategy in a crypto environment and the ability to execute on it
- Thrive in a fast paced dynamic environment with multiple moving parts and be comfortable with uncertainty, ambiguity, and boldly going where none have gone before!
- Be skilled at balancing an ongoing baseline of recurring tasks with short term and urgent requests, longer term strategic needs, and team wellbeing in an optimal mix
- Have excellent leadership skills, with an eye for detail, while always keeping with the bigger picture in mind

**Technical Skills Requirements:**

- Experience in cryptocurrency, ideally also with AI and DeFi
- Degree in business administration or marketing preferred
- 5+ years experience in the field of marketing, sales or public relations as a Marketing Lead, Marketing Manager or Senior Marketing position in a crypto business

- Experience with working in a fast-paced, complex, distributed environment, preferably a startup or scale-up organisation
- Broad technical knowledge and curiosity
- Experience working with cross-functional teams to deliver projects with multiple dependencies and constraints
- Flexibility in working hours, ability to work under pressure and adjust quickly to changing goals and timelines.
- Fluent in English

**You will have an opportunity to:**

- Be part of one of the greatest AI teams in the world that aims to create beneficial Artificial General Intelligence for the good of all humanity.
- Flexible schedule-Freedom and responsibility in organising 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 the candidate is based

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