

## Senior Marketing Manager

### Description

Polymer Labs was founded with the mission to create a neutral, open, permissionless base layer for the new internet. Polymer is at the forefront of developing Ethereum's Interoperability Hub, building products that will enable new levels of security, user experience, and functionality that will support the mass adoption of the decentralized web. Our talented team comprises top talents from both web2 and web3, dedicated to addressing the intricate challenges within web3's interoperability infrastructure. Learn More About What We Do About The Role

You lead strategy, planning, and execution of marketing efforts for the whole company. As a thoughtful story teller, you will translate the highly technical work of our engineering team into a compelling vision of safe and user-friendly interoperability that will enable crypto to onboard billions of users. You will need to cut through the noise of the crypto space & establish an audience for Polymer to help ensure the crypto industry holds true to its values of trust-minimization and decentralization as it scales. As a strategic thinker and autonomous executor, you will be responsible for developing and delivering on marketing strategies that align with our organizational goals. Your strong communication skills, both written and spoken, will play a crucial role in crafting a unifying message and engaging with stakeholders. Web3 and blockchain experience is not required but is a strong plus.

**Responsibilities**

- Develop and execute comprehensive marketing strategies to increase brand visibility and drive audience engagement.
- Construct a unifying message that resonates with our target audience and reflects our brand identity.
- Act as a strong storyteller, creating compelling narratives that capture attention and inspire action.
- Manage relationships with third-party vendors, including videographers, video editors & designers, to ensure seamless collaboration and high-quality content production.
- Coordinate and collaborate with partner organizations to leverage their expertise and resources for joint marketing initiatives.
- Establish a strong presence on major distribution channels online, such as podcasts, social media, seminars, and conferences.
- Build and maintain our social community platforms such as Twitter, Discord, Medium, etc.
- Represent the organization effectively at in-person events, including conferences, summits, workshops, and panels.
- Manage post-production distribution, including crafting engaging Twitter threads and articles, to maximize reach and impact.
- Collaborate with the lean Strategy & Operations team on non-marketing related tasks to support the overall growth and success of the organization.

**Qualifications**

- 7+ years of experience in marketing roles, demonstrating a track record of success.
- Strong strategic thinking skills for designing long-term marketing initiatives with the ability to independently bring these initiatives to life.
- Excellent written and spoken communication skills to effectively articulate ideas and engage with diverse stakeholders.
- Proven ability to distill technical concepts into a clear and concise message that resonates with the target audience.
- Exceptional storytelling skills to create compelling narratives that simplify complex technical information.
- Experience in managing relationships with third-party vendors, such as videographers and video editors.
- Ability to coordinate and collaborate with partner organizations to achieve shared marketing goals.
- Established presence on major distribution channels online and experience in representing organizations at in-person events.
- Proficient in managing post-production distribution through various channels, maximizing reach and impact.
- Nice to Have Familiarity with Photoshop or Webflow, enabling the creation of visually appealing content or managing web-based marketing assets.
- Experience in Web3 technologies, leveraging blockchain and cryptocurrency-based platforms for marketing and community engagement.

**Benefits**

- Competitive salary, token grants, incentive compensation
- Medical, dental and vision group plans
- Untracked, Manager Approved PTO
- Engaging offsite

### Hiring organization

Polymer Labs

### Job Location

Worldwide

### Base Salary

\$ 82500 - \$ 130000

### Date posted

April 30, 2024

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gatherings and team-building activities to make a remote-first workforce feel connected Opportunity to shape and contribute to industry-disrupting infrastructure Polymer Labs provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. Please mention the word **\*\*FREEDOMS\*\*** and tag `RMjYwMDoxOTAwOjIwMDA6OTM6OjE6ZDAw` when applying to show you read the job post completely (`#RMjYwMDoxOTAwOjIwMDA6OTM6OjE6ZDAw`). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

## **Contacts**

Job listing via RemoteOK.com