Content Writer

Description

Content Writer Role Summary In this role you will produce and edit content for the Oasis Foundation. Youâ⁇⁇ll be part of the Communications circle of the wider Marketing & Community team, and you will report into the Communications Lead. You will evolve Oasisâ⁇⁇s messaging, write for our blog, prepare Op-Eds for tier 1 publications in crypto, support with social media content. You will work in collaboration with one more Content Writer and the rest of the Marketing & Community team and external agencies. Working across multiple work streams and projects, you will be championing a user-first and data-driven mindset across content creation and social media, considering our target audiences: BUIDLERs (especially in EVM) and HODLERs. The role is remote and open to candidates in North America and Western Europe. Face-to-face team meetings are anticipated to occur twice a year. Key responsibilities Craft best-in-class blog posts and Op-Eds, ensuring branding and messaging consistency across all touchpoints â⁇⁇ and across the different target audiences Help produce rich media content, such as video, photography, podcasts. Improve brand messaging, thought leadership, and content creation according to our target audiences through a data-driven approach Collaborate with the rest of the Marketing & Community team on Inbound Marketing campaigns, through an SEO-driven content creation strategy Support an internationalization strategy for content creation, building upon the existing focus on anglophone countries Create Op-Eds to drive awareness for the brand, counting on internal and external resources when required Support with content for social media Proactively support dApps in the Oasis ecosystem and partners Create consistent programmes in the content realm (e.g. webinars/podcasts series, collaborations with KOLs, advertorials, etc) Create Op-Eds for spokespersons across owned and earned channels Work with our PR freelancer to increase engagement with tier 1 publications Write blogs that highlight our leadership in privacy in the blockchain industry, and key verticals: DeFi, gaming, DAO governance, AI, and other technical topics such as Account Abstraction, TEEs vs ZK, Intents, etc. Collaborate with the rest of the Marketing & Community team to ensure Communications is well aligned with Growth, Events, Branding and Community, and making the best use of data-driven insights Collaborate with Engineering, BD, and Operations to deliver relevant and consistent campaigns and User Experience Work with HR on Employer Branding initiatives Provide regular reports and insights to the wider Marketing team and Board of the Oasis Foundation Must have skills and attributes 4+ years of experience in copywriting and editing for high profile publications 3+ years of content creation experience with blockchain/Web3 projects Stellar copywriting skills and spoken English Experience with data-driven content creation, including SEO-driven content marketing Hands-on, proactive and diligent Deep interest in Crypto, Blockchain, DeFi, Privacy, AI Be process-driven, detail-oriented but also pragmatic and service-focused Competent working in a fast-paced environment with multiple stakeholders Keep open lines of communication, collaborate with other teams and suppliers Strong stakeholder management Be able to work in a remote, distributed team Desirable skills Experience with ZK Proofs or other privacy-related tech Know your way around the many DeFi and Gaming dApps Comfortable using decentralized software such as Metamask, DEXs, etc. Company Description: Oasis is a privacy focused L1 blockchain with a highly scalable, cross-chain enabled architecture that is able to provide data sovereignty and on-chain privacy to the whole Web3 ecosystem. The Oasis Protocol Foundation supports projects focused on building privacy-preserving applications on top of the Oasis Network. Job purpose: Identify and source potential new partnerships and collaborations with projects that will utilise Oasis privacy technology, manage onboarded partner relationships, helping them with the integration, co-marketing and other relevant

Hiring organization
Oasis Protocol

Job Location
Europe – Remote

Base Salary
$ 75000 - $ 110000

Date posted
May 1, 2024

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cross-department activities. More information about our Community and Marketing teams: Community team: Engaging with the community: The community team is responsible for building and maintaining relationships with the Oasis Protocol community, which includes developers, users, and other stakeholders. Creating and managing community channels: The team creates and manages channels like social media, forums, and chat groups where community members can interact with one another and receive updates from the team. Providing support: The community team may also provide technical support to community members who are building on the platform or using its features. Gathering feedback: The team gathers feedback from the community to identify pain points and opportunities to improve the platform. Marketing team: Promoting the platform: The marketing team is responsible for creating and implementing marketing strategies to promote the Oasis Protocol platform and its features. Creating marketing content: The team creates marketing content such as blog posts, whitepapers, videos, and social media posts to educate potential users about the platform. Building partnerships: The team may work on building partnerships with other projects, businesses, or influencers in the blockchain space to expand the platform's reach. Supporting events: The marketing team may also support events such as conferences, meetups, and hackathons to promote the platform and engage with the community. This is a full-time role that will be paid in USDT OR USDC cryptocurrency The role can be based anywhere with flexible and remote work options. There is a preference for candidates who can work to CEST time zone. Please mention the word **PROMISING** and tag RMzQuODYuMTYzLjE1Mg== when applying to show you read the job post completely (#RMzQuODYuMTYzLjE1Mg==). 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
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