

## Head of Marketing

### Description

Head of Marketing Weâ€™re looking for an incredible Head of Marketing to level up Calderaâ€™s brand among developers, Web3 projects, and the broader Web3 and Ethereum community. As Head of Marketing, youâ€™ll grow our marketing function from the ground up, and will have significant ownership over our marketing strategy. This role can be performed remotely or from our office in San Francisco. About Caldera Caldera enables dynamic, scalable blockchain experiences. Currently, dapps that are deployed to general-purpose blockchain compete with thousands of other applications for space on the network â€” this can lead to congestion and high fees or even network outages. Thatâ€™s where we come in. Weâ€™re building software that makes it easy for the most innovative blockchain applications to launch their own ultra-performant blockchains (rollups), enabling applications to own their ecosystem, scale to millions of users, and provide a superior user experience to their users. We have a hybrid team â€” some teammates work primarily from our office in San Francisco, and others work remotely. As Head of Marketing, you willâ€¦ Produce content â€” including blog posts, tweets, and audio/video content about Caldera, targeted to a diverse group of users Develop the Caldera brand, encompassing the mission statement, tagline, communication framework, and foundational pillars of the brand. Articulate our vision and cultivate enthusiasm for Caldera's integral role within the blockchain ecosystem, especially to developers and founders of blockchain apps and protocols. Oversee public relations, cultivate media partnerships, coordinate major announcements, disseminate newsletters, and orchestrate events to ensure optimal impact. Construct and implement a content calendar to maintain community engagement and anticipation regarding project milestones and developments. Execute targeted growth marketing initiatives to attract essential stakeholders, including developers, founders, infrastructure providers, and other strategic partners. You might be a fit for this role ifâ€¦ Highly fluent in English, able to produce written content with a professional voice tailored to various audiences Well-versed in the blockchain landscape, especially L1 and L2 blockchains, scaling solutions, Ethereum protocol roadmap, etc. Skilled in growth marketing, executing marketing campaigns, and adept at viral and social media tactics and strategies Highly inventive and adept at devising content, messaging, campaign strategies, and narratives Please mention the word **\*\*UNBEATABLE\*\*** and tag RMTiOLj11My4yMDEuMTU4 when applying to show you read the job post completely (#RMTiOLj11My4yMDEuMTU4). 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

### Hiring organization

Caldera

### Job Location

Remote (Can work 9-12 PST overlap)

### Base Salary

\$ 82500 - \$ 145000

### Date posted

May 3, 2024

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