

## Web3 Marketing Growth Manager

### Description

We are seeking a dynamic Web3 Marketing/Growth Manager to join our innovative team. This role is ideal for someone who is passionate about blockchain technology and possesses a keen understanding of digital economies, including the mechanics of Points systems and Airdrops. Who we are We're Wirex, a trailblazer in the digital currency space, renowned for introducing the first-ever crypto-linked debit card and setting up the world's first cryptocurrency rewards scheme. Our vision is to make digital currency benefits accessible to everyone, from instant international money transfers to trading 130+ top tokens securely and affordably. In our commitment to innovation, Wirex is also a leader in the web3 arena, incubating multiple cutting-edge projects. Joining our team offers a unique opportunity to work on pioneering web3 initiatives that are setting trends and shaping the future of digital finance. With over 6 million users across 130 countries, our impact continues to grow globally. The Web3 Marketing/Growth Manager will be responsible for developing and implementing growth strategies to increase user adoption, manage community initiatives, optimize Points systems, and leverage Airdrop mechanics to enhance user engagement within the Web3 space.

Responsibilities

- Strategy Development: Design and execute comprehensive growth strategies focused on user acquisition, retention, and engagement within the Web3 ecosystem, including the optimization of Points systems and the strategic use of Airdrops.
- Market Analysis: Continuously analyze market trends and user feedback to adjust strategies accordingly and stay ahead of industry shifts.
- Community Engagement: Build and maintain strong relationships with the community through regular interaction, feedback collection, and engagement initiatives.
- Partnership Management: Identify and establish strategic partnerships with other blockchain entities, influencers, and community leaders.
- Performance Metrics: Monitor and report key performance indicators related to growth. Analyze data to determine the effectiveness of marketing campaigns and strategies.
- Content & Social Media Management: Oversee the creation and distribution of engaging content across various platforms, including blogs, social media, and forums, tailored to the interests of the Web3 audience.
- Team Collaboration: Work closely with product, engineering, and marketing teams to align growth strategies with product developments and marketing campaigns.

Requirements

- Previous experience working in growth or marketing analytics, in Web3 projects.
- Strong understanding of blockchain technology, cryptocurrency, and the broader Web3 ecosystem.
- Knowledge of Points and Airdrop mechanics. (must have).
- Excellent analytical and problem-solving skills with a data-driven approach to decision-making.
- Outstanding communication and interpersonal skills, capable of fostering strong relationships.
- Proficient in the use of analytics tools (e.g., Google Analytics, Mixpanel) and familiar with CRM software.
- Creative thinker with a track record of executing innovative growth tactics.
- Ability to work independently in a fast-paced, remote environment.
- Upper-intermediate/Advanced level of English.

Benefits

- Premium tariffs for our product.
- Semi-remote work with flexible hours (work from home or office).
- Home office allowance.
- Virtual share options scheme after the probation period.
- Comprehensive medical insurance after one month of collaboration.
- Generous vacation policy: 23 business days of paid leave + 12 paid floating holidays.
- Paid sick leave, Birthday, and Anniversary leave.
- Length of Service Holidays.
- Engaging in online events for learning and enjoyment.
- Coworking with all facilities and shelter.

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### Hiring organization

Wirex

### Job Location

Worldwide

### Base Salary

\$ 75000 - \$ 110000

### Date posted

May 3, 2024

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## **Contacts**

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