

# Marketing Lead

## Description

About the positionBlowfish is looking for a B2B Marketing Lead to educate, inspire, and engage with our growing community. In this role, you'll define our brand identity and marketing strategy to influence CTOs, engineering leaders, security team leads, and product managers who want to protect their customers from scams, fraud, and mistakes.Responsibilities will include Developing a Marketing Strategy: Create a comprehensive plan that outlines the target market, positioning, and the mix of marketing activities to be employed. Execution of Digital Marketing Campaigns: social media, email marketing, and content marketing. Brand Building: Establishing a strong brand identity through all marketing channels Analytics: Analyze marketing effectiveness and adapt strategies quickly based on data Cross-functional Collaboration: Working closely with other departments like sales and product to unify the brand voice Requirements Crypto technical knowledge - ability to explain technical concepts 3+ years of content creation and community engagement experience Demonstrated technical writing and verbal communication skills Outstanding English communication and social networking skills Prior startup experience and the ability to work independently 1+ years of Web3 experience We'd love to hear from you if You want to be part of an early team with a lot of new product to build You are excited or curious about working with blockchain technologies You enjoy tackling big problems with unknown solutions You're comfortable creating something from nothing You're known to be pro-active and are driven by curiosity You can handle complexity, but prefer simplicity Why Work with UsWe are a tight-knit team of blockchain industry veterans solving one of the largest problems facing the mass adoption of crypto: transaction security. We're moving very fast towards accomplishing our mission. We've already integrated with leading wallets like Phantom, Exodus, Backpack, Web3Auth, Bitski, and 22+ others. We've scanned over 250 million transactions and prevented over 115k wallet draining transactions. We are scanning millions of transactions each week for malware and scams and are helping keep their users safe. Transaction security is a high leverage way to make a difference in the world protecting users funds and enabling them to give informed consent when entering digital agreements involving their finances and other ownership rights. We support EVM and Solana blockchains and will be adding more chains soon.Benefits Significantly above market rate equity compensation package giving you meaningful ownership is important to us \$100k+ Comprehensive health insurance Stipend for your ideal remote / WFH set-up: laptop, headphones, and any other work gear you may need. Unlimited vacation with an enforced 20 day minimum policy: Take time off when you need it. Paid travel - team on-sites in different parts of the world, several times a year Please mention the word \*\*UNABASHED\*\* 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

Job listing via [RemoteOK.com](https://www.RemoteOK.com)

## Hiring organization

Blowfish

## Job Location

Remote - EMEA

## Base Salary

\$ 82500 - \$ 145000

## Date posted

May 10, 2024

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