

# Byte

<https://www.byte.eco/job/23288/>

## Growth Lead Codex

### Description

The role: We are seeking a Growth Lead with a passion for Web3, storage, privacy, and decentralization. If you would relish the opportunity to champion Codex to other Web3 projects and developers, this could be the perfect opportunity! We are building Codex as a public good infrastructure. Codex is a decentralized durable storage engine and protocol. We are a diverse team of experienced researchers and engineers located in various parts of the world working at the intersection of P2P networks and bleeding-edge Zero Knowledge technology. Our goal is to deliver a more advanced decentralized data storage protocol that improves the primitives of decentralized file storage and delivery. This role fits with our project and BD goals by providing support to the core business development effort to help create awareness about the project as well as generate interest from potential Web3 native developers, organizations and use cases interested in consuming and/or providing data storage to the network. Learn more about Codex at <https://codex.storage>. Key responsibilities: Define the marketing and growth strategy for Codex in collaboration with Codex's Technical BD Lead; as well as our Communications Team in terms of organisation-wide goals. Plan, execute, and manage the marketing and growth strategy by coordinating with the Communications Team and providing direction for Codex in-person workshops, speaking opportunities, and hackathons. Drive market research to support Codex BD activities and initiatives. Collect and evaluate analytical data related to the growth of Codex and marketing campaign performance, including community growth metrics. Oversee issued content to ensure alignment with the current strategy and compliance with Communications Team' communication and branding guidelines. Ensure the availability of appropriate resources for executing the Codex marketing and growth strategy, either by providing feedback to Communications Team and leadership. You will ideally have: 5+ years experience in marketing strategy and growth initiatives for technical products or services. Preferably at least a few years of experience in protocol-type product growth and partnerships in web3. Strong understanding of the target audience and market trends in the Web3 and decentralized communication industry. Knowledge of developer relations and business development practices. Familiarity with market research methodologies and ability to gather insights to inform growth strategies. Proficiency in collecting, analyzing, and interpreting data related to user acquisition, engagement, and retention for a B2B or developer-facing product. 2+ years of leadership experience and the ability to provide direction to a team of developers, marketers, and business development professionals. Familiarity with communication and branding guidelines to ensure consistent messaging and branding across all marketing channels. Strong analytical and problem-solving skills to identify growth opportunities and optimize marketing efforts. Excellent written and verbal English & communication skills. Have a passion for blockchain and decentralized technologies and understand how they work. A strong alignment to our principles: <https://status.app/manifesto> or <https://logos.co/manifesto/>. Bonus points: Have experience working for an open source organization. Have experience working remotely. [Don't worry if you don't meet all of these criteria, we'd still love to hear from you anyway if you think you'd be a great fit for this role. Just explain to us why in your cover letter]. Hiring process: Interview with our Talent team Task Task Presentation with Marina (Waku Growth Lead), Kaushal (Nimbus BD Lead) Interview with Dmitriy (Founder and Project Lead) and Jessie (Program Manager) Interview with Co-founder, Carl Compensation The expected compensation range for this role is negotiable, dependent on how we assess your skills and experience throughout our interview

### Hiring organization

IFT

### Job Location

Berlin, Berlin, Germany

### Base Salary

\$ 82500 - \$ 145000

### Date posted

May 17, 2024

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process. We are happy to pay in any mix of fiat/crypto. Please mention the word \*\*LUCKIER\*\* and tag RMTA3LjE3OC4yMzkuMjA5 when applying to show you read the job post completely (#RMTA3LjE3OC4yMzkuMjA5). 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)