

# Chief Marketing Officer

## Description

About Aztec At Aztec, our goal is to add privacy to Ethereum. In the current public blockchain paradigm, users and entities unknowingly broadcast data in the public, compromising privacy and security to get trustlessness. Not only are unencrypted blockchains inherently privacy-exposing, they require significant redundancy to compute and verify the legitimacy of transactions. Implementing scalable encryption in a public blockchain paradigm requires cutting-edge math and engineering. Thankfully, our team of scientists and engineers invented Plonk, the industry-standard zkSNARK, and Noir, the universal language of zero knowledge. Now, weâre building a first of its kind Layer 2 with private smart contracts. And itâs now time to bring it to market. Weâve raised \$125 million from industry-leading investors including a16z crypto, Paradigm, Variant, ConsenSys, and a\_capital, and weâre growing quickly. Aztec Labs is looking for a Chief Marketing Officer (CMO) to spearhead the development and execution of our marketing strategy to enhance brand awareness, drive user adoption, and foster community engagement. This executive-level role requires a blend of analytical prowess, creative vision, and a profound understanding of privacy-oriented blockchain technologies. Aztec Labs is building Aztec Network, a complex and ambitious privacy-first Layer 2. This person must have: Strong technical aptitude: not a coder but fluent in speaking to product managers and engineers in crypto Crypto nativity: âgetsâ culture within crypto and Trustworthiness and integrity: you are inheriting a high-performing team of ICâs including a Head of Marketing, Creative Director, Technical Writer, Community Manager and Social Manager, in addition to systems and processes. Candidates must have the maturity and wherewithal to come in, build trust quickly, learn Aztecâs systems, and oversee the big picture Key Responsibilities: Manage an excellent team of direct reports, earning trust and building effectiveness rapidly Develop and implement comprehensive marketing strategies in service of a mainnet go-to-market Own brand tone, positioning, and messaging Formulate a strong plan to make ânumber-go-upâ on key KPIâs: specifically clicks to various landing pages; work with downstream teams (DevRel, Ecosystem) to optimize conversion of those clicks to core business drivers (developer count, chain usage) Collaborate with product development teams to align marketing strategies with product timelines and offerings Design and oversee digital campaigns across various channels (social media, email, SEO/SEM) to improve brand presence, awareness, and both developer and end-user engagement. Analyze market trends and competitor strategies to identify opportunities for growth and innovation Set, monitor, and report on team goals, including metrics and marketing effectiveness What this role is NOT: Aztec is a lean team and this role does not have significant hiring leeway beyond our plan. This is not an âempire-buildingâ roleâthe empire is âbuilt and now has to be managed to success Must-haves: Proven experience as a CMO or in a similar leadership role in crypto Exceptional communication and leadership skills, capable of driving to consensus and fostering an environment of excellence Deep understanding of Ethereum and Layer 2âs Crypto-native Creativity and taste; track record of launching successful marketing campaigns in crypto that âget itâ Strong analytical skills and data-driven thinking with proficiency in marketing metrics and analytics tools Nice-to-haves: Past-life experience as a CMO or similar role in Web2 / tech Strong Twitter/X presence What we offer: Flexible and remote work environment 25 days holiday + bank holidays annually Additional benefits include health insurance, retirement plans, and opportunities for professional development. Quarterly offsite travel for collaboration Events and conference budget An opportunity to work at the cutting edge of blockchain and FinTech with a world class cryptography and engineering team

## Hiring organization

Aztec

## Job Location

Worldwide

## Base Salary

\$ 90000 - \$ 180000

## Date posted

May 23, 2024

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Aztec Labs is an equal opportunity employer and we value creativity, diversity, and intellectual curiosity. If you're passionate about leveraging your creative talents to make a real-world impact, and if you want to be part of a team that's shaping the future of digital privacy, then we would love to hear from you. Please mention the word \*\*REFUNDED\*\* and tag RMTguMjM2LjE3Ny4yMjk= when applying to show you read the job post completely (#RMTguMjM2LjE3Ny4yMjk=). 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)