

## Head Of Growth&nbsp;Marketing

### Description

Contract/Employment dependent on location/jurisdiction (Full Time – 100% Remote Work) Time Zone: Between ET and CET (UTC -4 to UTC +1) Language: English Fluency This opportunity is in a rapidly growing, disruptive global tech startup. Where you will fit in: Holo is looking for an experienced and skilled Head of Growth Marketing to lead expansion efforts as we research and establish product market fit for both Holo products and the Holochain framework. The ideal candidate should be capable of coming up to speed quickly and understanding technical markets, evaluating the company's positioning and fit in the market, and using this information to drive growth marketing across a variety of channels. You should be results-focused and have a demonstrated capacity to deliver. You should have demonstrated skill at shipping quickly and effectively. You will need to be nimble, driven, and extremely capable of managing and expanding a team of internal and external contractors, translating executive strategy into tactical jobs to be done, and conducting rapid testing of our product-market fit while moving quickly. You will hold responsibility for Holo and Holochain to transition from our current pre-product R&D stage to a solid product-market fit. Key Responsibilities : Execute against organisational objectives and strategy to grow our reach and test the responsiveness of messaging and offerings. Implement effective digital marketing initiatives, including growth hacking and B2B product/service marketing. Develop project and developer Holochain growth strategies incorporating content marketing and paid media campaigns where applicable, as well as input into product developments and improve design concepts. Evolve our marketing communications through key messaging improvements across marketing, product and overall value proposition. Oversee all aspects of digital marketing, including SEO, social media, content marketing, and email campaigns. Partner with our Biz Dev and Events team to have marketing efforts support established sales and reach strategies. Explore unconventional and creative approaches to reach and engage the target audience. Build and manage a high-performing growth marketing team that drives brand positioning and messaging to resonate with the web3 and fintech communities. Capture, summarize and share learnings from our efforts and identify growth opportunities. Utilize data-driven insights to optimize digital marketing efforts and enhance reach and adoption. Typical Tasks: Source and identify new marketing opportunities to support audience acquisition needs Participate and contribute to weekly growth meetings with different stakeholders to keep the growth organisation in rhythm and develop growth ideas aligned with key objectives. Strategise and lead the team to implement social, email and other campaigns and programs. Strategize, build briefs and develop team capacity for implementing marketing strategy, campaigns and media acquisition purposes. Research and communicate industry changes, algorithm updates and their impact on the customer funnel, and adjust properties and campaign templates. Report monthly and quarterly on marketing efforts and effectiveness. Needed Skills: Bachelor's degree in marketing, business, or a related field 8+ years of experience in growth marketing, with at least three years in a leadership role Strong analytical and data-driven mindset Excellent communication and collaboration skills Experience with marketing automation tools and analytics platforms Proven track record of driving growth and improving key performance metrics Startup experience is a plus Some details about what we offer: Generous salary (National Currency) Generous Bonus ProgramÂ (HoloFuel) Supportive introductory period Regular team meetings (video) Collaborative and inspiring culture Flexible work schedules and unlimited PTO Motivated, passionately engaged and evolutionary global teammates About us Holochain is our open-source framework for distributed peer-to-peer applications. Holochain is fast, massively scalable, cost-effective, resource-efficient, and energy efficient. Holo,

### Hiring organization

Holo

### Job Location

Worldwide

### Base Salary

\$ 70000 - \$ 125000

### Date posted

June 3, 2024

[Apply Now](#)

built on Holochain, is a distributed cloud platform and marketplace for hosting and serving other Holochain applications to everyday users connected to the Internet. Holo brings access to distributed applications to the familiar web browser by creating an ecosystem and a currency that enables distributed hosting services provided by peers. With Holo, we envision a world where people own their data and control their identity and privacy, a world where communities create together with patterns and tech designed to maximise individual, social and environmental well-being. We aim to make distributed peer-to-peer computing accessible to everyone. Holo and Holochain are committed to and celebrate creating a diverse, creative and collaborative global team. Apply Now! Please mention the word \*\*REJUVENATE\*\* and tag RMzUuODYuNjQuMTk5 when applying to show you read the job post completely (#RMzUuODYuNjQuMTk5). 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)