Social Media Manager IOTA Labs

Description

We are seeking a Social Media Manager with extensive experience in blockchain, cryptocurrency, and web3 culture. This role is integral to our ecosystem team and its new brand IOTA labs. Responsibilities are crafting and executing social media strategies, maintaining content calendars, and staying abreast of social media innovations while promoting IOTA, its brands and its ecosystem. The ideal candidate is deeply embedded in crypto culture and knowledgeable about Defi and RWA alike. (aka You gotta eat, sleep and breathe crypto) Ensure consistent brand representation across all social media platforms, including Twitter, Telegram, and Discord. Develop a thorough understanding of the IOTA ecosystem's growth stages and objectives, translating these into effective social media strategies across various channels. Develop and execute strategies for viral content exposure. Manage social media channels, including content creation, scheduling, and community engagement. Conduct social listening to identify emerging themes and narratives relevant to our audience. Monitor social media performance metrics, providing insights for optimization and improvement. Report and evaluate metrics such as follower growth, impressions/reach, and engagement rates, using data to inform new strategies. Stay updated on web3/crypto market trends, onchain social developments, and broader economic trends, constantly seeking new social media campaign ideas and tactics. Coordinate and work closely aligned within the ecosystem department and all its stakeholders and the communications teams to create a cohesive brand identity and messaging for a new brand. Foster relationships and engagement with key opinion leaders via social media. Work with the Comms / Design team to produce banners, infographics, and other clear, effective media. Demonstrate a hands-on attitude, actively engaging in daily business operations to ensure effective social media management. A minimum of 2+ years managing social media for a web3 project or agency. Strong understanding and passion for crypto culture, ideally identifying as a "degen" who keeps up with market happenings and latest campaigns. Versatile marketer with the ability to wear multiple hats and thrive in a dynamic environment. Deep knowledge in one or all of the web3 pillars (e.g., DeFi, Trading, RWAs, L1s/L2s and its various market segmentations). Proficiency in web3 growth tactics such as community campaigns, airdrops, and meme culture. Excellent writing and communication skills in English. Strong interpersonal and organizational skills. Proactive approach to marketing, willing to test and implement new tactics. Preferred qualifications:Â Connections with other crypto networks, Key Opinion Leaders (KOLs), and communities. Experience with DAOs and governance proposals. Experience managing questing, whitelisting, and airdrop campaigns. Extensive experience with social scheduling and analytics tools. The opportunity to work with a senior level of the brightest minds in the industry Work from anywhere policy (we have been remote since day 1) Culture of trust, empowerment, and constructive feedback A flexible and agile organization with a flat hierarchy Independence and responsibility from day one Please mention the word **LUXURY** and tag RMy4yMzkuMTg5LjY1 when applying to show you read the job post completely (#RMy4yMzkuMTg5LjY1). 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

Hiring organization
IOTA Foundation

Job Location
Worldwide

Base Salary
$ 90000 - $ 180000

Date posted
June 9, 2024

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