Copywriter

Description

At Lightcurve, weâ￾￾re on a mission to ignite financial freedom and true ownership for people everywhere. Each member of our team takes ownership and contributes a unique piece to our journey into the exciting realm of web3. Together, we craft more than just meaningful products and servicesâ￾￾we create a lasting tangible impact in the real world.We want you to join our search for greatness at the edge of what is technologically possible. Are you tired of the ordinary? Crave a challenge that sparks passion and purpose? Weâ￾￾d love to have you apply!Team Values We value iterative learning We value taking ownership and leading by example We value creating an environment where everyone can unleash their true potential We are cooking up several big new initiatives, one of which is a suite of products that will revolutionize how people experience and engage with web3.We're on the lookout for a Copywriter who can adeptly navigate the intricate culture and language of crypto communities, harnessing language to both connect with and shape their dynamic ethos.Â Do you have a knack for creating brand language that resonates and differentiates, or for molding complex ideas into easy to understand copy? How about explaining the web3 ecosystem to family and friends who donâ￾￾t really understand crypto? The ideal writer for this role can do both: appeal and build upon the existing culture of web3, and speak to less savvy users who want to join web3 but are intimidated by complex systems and language. If this sounds like you, and youâ￾￾re interested in helping us deliver impactful products that make the web3 ecosystem more accessible, we'd love to have you on board.Â This role will be part-time (ca. 20 hours per week).Joining in the early stages, you'll play an active role in bringing a truly innovative product to market.Â Collaborate with other members of the marketing team to deliver copy across a variety of campaign materials for private-beta and public launch Coordinate with other marketing team members to deliver on strategic initiatives and campaigns Craft compelling announcements, press releases, partner campaigns, and ambassador program Write the occasional blog post, and review contributor content Create compelling email campaigns and newsletter content Take ownership of your own day-to-day projects to ensure timely completion, with a proactive approach to identifying and resolving potential obstacles Strong communication and collaboration skills, both verbal and written 5+ years of professional hands-on copywriting experience with at least 2+ years of web3 writing Proficiency in crafting high-quality marketing brand copy, content and collateral Experience writing email drip campaigns and newsletters Solid understanding of web3 culture and user behaviors Hands-on experience with a variety of Crypto wallets across numerous L1 and L2 chains Deep interest in the challenges users face on-ramping to and interacting with blockchain technology, and a desire to make web3 user friendly Extra credit Knowledge of social media and community building in web3 Working knowledge of DeFi, token launches, and airdrops In addition to working with a world class team on one of the most exciting areas of tech today, youâ￾￾ll also enjoy full flexibility and work-life balance. Work from our Berlin office or fully remote (although youâ￾￾ll need some overlap with European working hours). We also offer competitive compensation packages including attractive â￾￾crypto-nativeâ￾￾ bonuses, a generous personal learning and development budget, career development plans, and team retreats to fuel your web3 curiosity.Please mention the word **SENSATIONALLY** and tag RMzUuMjIxLjI0LjIwMQ== when applying to show you read the job post completely (#RMzUuMjIxLjI0LjIwMQ==). 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.

Hiring organization
Lightcurve

Job Location
Worldwide

Base Salary
$ 57500 - $ 87500

Date posted
June 9, 2024

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Contacts

Job listing via RemoteOK.com