Social Media Manager

Description

Social Media Manager – EU Role Summary In this role you will help run social media for the Oasis Foundation. Youâ??ll be part of the Communications circle of the wider Marketing & Community team, and you will report into the Communications Lead. You will evolve Oasisâ??s messaging across our social channels, with a strong focus on X/Twitter, engage the Oasis audience on the main and News channels, collaborate with ecosystem projects and partners, and also have open and collaborative channels with related communities in the wider EVM ecosystem. You will work in collaboration with the Brand Lead who manages socials from the US time zone, and the rest of the Marketing & Community team. Working across multiple work streams and projects, you will be championing a user-first and data-driven mindset across social media and content creation, considering our target audiences: BUIDLERs (especially in EVM) and HODLERs. The role is remote and open to candidates in Western Europe. Face-to-face team meetings are anticipated to occur twice a year. Key responsibilities Manage the main and News Social Media channels for the Oasis Foundation from the Central European time zone, ensuring branding and messaging consistency across all touchpoints â?? and across the different target audiences Help produce rich media content, such as video, photography, podcasts. Improve our presence and engagement especially on X/Twitter, but also on LinkedIn and other social channels, for our target audiences through a data-driven approach Collaborate with the rest of the Marketing & Community team on campaigns and events coverage Proactively support dApps in the Oasis ecosystem and partners Create consistent programmes in the social media realm (e.g. Twitter Storms, shows, recaps, memes, etc) Write threads and create campaigns that highlight our leadership in privacy in the blockchain industry, and key verticals: DeFi, gaming, DAO governance, AI, and other technical topics such as Account Abstraction, TEEs vs ZK, Intents, etc. Collaborate with the rest of the Marketing & Community team to ensure Communications is well aligned with Growth, Events, Branding and Community, and making the best use of data-driven insights Collaborate with Engineering, BD, and Operations to deliver relevant and consistent campaigns and User Experience Work with HR on Employer Branding initiatives Provide regular reports and insights to the wider Marketing team and Board of the Oasis Foundation Must have skills and attributes 4+ years of experience in social media management for high profile companies 3+ years of social media experience with blockchain/Web3 projects Stellar copywriting skills and spoken English Experience with data-driven content creation Hands-on, proactive and diligent Deep interest in Crypto, Blockchain, DeFi, Privacy, AI Be process-driven, detail-oriented but also pragmatic and service-focused Competent working in a fast-paced environment with multiple stakeholders Keep open lines of communication, collaborate with other teams and suppliers Strong stakeholder management Be able to work in a remote, distributed team Desirable skills Experience with ZK Proofs or other privacy-related tech Know your way around the many DeFi and Gaming dApps Comfortable using decentralized software such as Metamask, DEXs, etc. Company Description: Oasis is a privacy focused L1 blockchain with a highly scalable, cross-chain enabled architecture that is able to provide data sovereignty and on-chain privacy to the whole Web3 ecosystem. The Oasis Protocol Foundation supports projects focused on building privacy-preserving applications on top of the Oasis Network. Job purpose: Identify and source potential new partnerships and collaborations with projects that will utilise Oasis privacy technology, manage onboarded partner relationships, helping them with the integration, co-marketing and other relevant cross-department activities. More information about our Community and Marketing teams: Community team: Engaging with the community: The community team is responsible for building and

Hiring organization
Oasis Protocol

Job Location
Europe – Remote

Base Salary
$ 77500 - $ 142500

Date posted
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maintaining relationships with the Oasis Protocol community, which includes developers, users, and other stakeholders. Creating and managing community channels: The team creates and manages channels like social media, forums, and chat groups where community members can interact with one another and receive updates from the team. Providing support: The community team may also provide technical support to community members who are building on the platform or using its features. Gathering feedback: The team gathers feedback from the community to identify pain points and opportunities to improve the platform. Marketing team: Promoting the platform: The marketing team is responsible for creating and implementing marketing strategies to promote the Oasis Protocol platform and its features. Creating marketing content: The team creates marketing content such as blog posts, whitepapers, videos, and social media posts to educate potential users about the platform. Building partnerships: The team may work on building partnerships with other projects, businesses, or influencers in the blockchain space to expand the platform's reach. Supporting events: The marketing team may also support events such as conferences, meetups, and hackathons to promote the platform and engage with the community. This is a full-time role that will be paid in USDT OR USDC cryptocurrency The role can be based anywhere with flexible and remote work options. There is a preference for candidates who can work to CEST time zone. Please mention the word **TINGLE** and tag RMTguMjM2LjIzNi42MA== when applying to show you read the job post completely (#RMTguMjM2LjIzNi42MA==). 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.

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