

Product Marketing Manager Bitcoin

Description

At River, we are on a mission to champion an honest and robust financial system by accelerating the adoption of Bitcoin. We aim to be the best place for people and businesses to buy, sell, store, and transact in Bitcoin. River is headquartered in Columbus, Ohio with additional offices in NYC and SF. We have raised more than \$50 million from leading investors, including Goldcrest, Kingsway, Polychain, M13, DG, and Valor. We're looking for a Product Marketing Manager who demonstrates the ability to create and execute the communication strategy for our products. In this role, you'll be responsible for driving product awareness and usage. You'll report to River's marketing leader and work closely with the marketing team to craft and distribute impactful content. What you will be doing: Deeply understand the value propositions of our products and turn them into compelling messages for clients and prospects across their lifecycle. Develop and execute our go-to-market strategy for new products and services. Own conversion from when people hit our channels to signing up for our products. Create marketing materials that highlight our product features and benefits across various channels. Get our clients as excited about our products as we are. River is a product company at heart and we have a tremendous pipeline of new products and upgrades, some of which we are pioneers at. Contribute to overall marketing strategy through brainstorming and ideation sessions. What we look for in you: You're a Bitcoiner! This is not a requirement for all roles at River, but to succeed in this role you need to understand how our products relate to the technology and industry. The ability to concisely communicate value propositions and level with the audience. A holistic thinker who focuses on our business and strategy. You're not here to perform tasks, but to help build a data-driven engine. You are a self-starter who takes initiative. River has an entrepreneurial culture where people take ownership of problems and ideas, and execute them from start to finish. Results-focused with strong attention to detail. We strive for quality over quantity and hold our work to the highest standards. Proficiency with a variety of platforms to support our go-to-market strategies. We expect you to know how to outline web pages, create automated email workflows, and craft outstanding sales and marketing materials in collaboration with designers. 2+ years of product marketing experience as shown in a portfolio. Show us what you've done! Salary and benefits: The salary range is \$100k-\$140k per year depending on experience Competitive compensation and equity in a fast-growing startup Unlimited Paid Time Off Parental leave, separate from PTO policy Medical, dental, and vision insurance 401k Option to work in one of River's three offices (NYC, SF, Columbus, OH) or remotely The role is open to those in the Americas or Europe, due to time zone restrictions. Interview process: Introduction interview (45 minutes) Role-specific interview block (1-hour block with 2 River employees) Role challenge (2-4 hours) Culture and executive interview (1-hour block with 2 River executives) Please mention the word **POSITIVE** and tag RMzQuMTQ1LjlyMC41NQ== when applying to show you read the job post completely (#RMzQuMTQ1LjlyMC41NQ==). 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)

Hiring organization

River Financial

Job Location

Remote - Americas + Europe

Base Salary

\$ 60000 - \$ 105000

Date posted

June 12, 2024

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