

Growth Marketing Manager US

Description

About Injective Labs Injective Labs is trailblazing a new dawn for Web3 enabled finance. We are the core contributors to Injective, one of the fastest growing blockchains in the industry. Injective provides an interoperable smart contracts platform that is optimized for building decentralized finance applications. Interoperability is at the core of Injective, which is natively integrated with chains such as Ethereum, Cosmos and Solana. Developers can rapidly launch premier financial applications suited for mass adoption using Injective's infrastructure and specialized DeFi primitives such as the world's first fully on-chain order book. Our team has decades of experience spearheading the largest financial institutions and tech organizations. Injective is incubated by Binance and is backed by leading firms such as Jump Crypto, Pantera and Mark Cuban.

About the role: Working on our Mito and HelixApp products, your role will be to drive user acquisition, engagement, and retention for our platform. As a Growth Marketer, you will be responsible for developing and executing innovative marketing strategies to grow our user base, increase platform adoption, and drive revenue. You will work closely with our marketing team, product managers, and developers to analyze data, identify opportunities, and implement effective marketing campaigns to achieve our growth objectives.

Responsibilities: Develop and execute comprehensive marketing strategies to drive user acquisition, engagement, and retention for Mito and HelixApp. Conduct market research and competitive analysis to identify target audiences, market trends, and growth opportunities. Collaborate with the product team to optimize user onboarding processes, improve user experience, and maximize conversion rates. Create compelling marketing content including blog posts, social media posts, email newsletters, and landing pages to attract and engage users. Manage and optimize digital marketing channels including social media, search engine marketing (SEM), display advertising, and affiliate marketing to drive traffic and conversions. Analyze key performance metrics and user behavior data to track the effectiveness of marketing campaigns and identify areas for improvement. Experiment with new marketing channels, tactics, and strategies to optimize campaign performance and achieve growth targets. Stay updated on industry trends, best practices, and emerging technologies in marketing and DeFi to drive innovation and maintain a competitive edge.

Who you are: Proven experience as a growth marketer, digital marketer, or similar role, preferably in the blockchain or fintech industry. Strong understanding of marketing principles, strategies, and tactics, with a focus on user acquisition, engagement, and retention. Experience developing and executing multi-channel marketing campaigns across digital and traditional channels. Proficiency in marketing analytics tools such as Google Analytics, Mixpanel, or similar platforms to track and measure campaign performance. Excellent communication skills with the ability to create compelling marketing content and effectively communicate with cross-functional teams. Data-driven mindset with a passion for analyzing data, identifying insights, and optimizing campaign performance. Creative thinking and problem-solving skills with the ability to adapt to a fast-paced and dynamic startup environment.

As an equal opportunity employer we don't tolerate discrimination or harassment of any kind. Whether that's based on race, ethnicity, age, gender identity, citizenship, religion, sexual orientation, disability, pregnancy, veteran status or any other protected characteristic as outlined by federal, state or local laws. Please mention the word ****VIBRANTLY**** and tag `RNDQuMjl4LjEyOS41Nw==` when applying to show you read the job post completely (`#RNDQuMjl4LjEyOS41Nw==`). 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

Injective Labs

Job Location

New York

Base Salary

\$ 77500 - \$ 142500

Date posted

June 12, 2024

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Contacts

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