

Job title: Marketing Lead

100% Remote Worldwide
Full-time

To apply for this position please send your CV to recruitment@nUNET.io with the job title as the subject line.

The Company

NuNet, a spin-off of SingularityNet, is a multi-sided platform for shared and globally distributed computing. NuNet platform is the open source software, designed to be an extremely flexible network, encompassing mobile consumer devices, edge computing and IoT devices alongside PCs, servers and data centres, allowing seamless interoperability among its components and intelligent automation of workflow design. NuNet leverages Web3 technologies, server-less container execution, service mesh orchestration, crypto-economy and more, toward creation of the decentralised “world computer”.

At its heart, NuNet is a software company engaged in deep-tech research and development aimed at building and bringing to the world new and amazing technological solutions. NuNet platform uses blockchain technologies and crypt-economic mechanisms for powering value exchange in a machine-to-machine marketplace of decentralized compute resources and algorithms.

For more information about NuNet see:

- Webpage at <https://nUNET.io>;
- Whitepaper at https://nUNET-io.github.io/public/NuNet_Whitepaper_2.0.pdf
- Current roadmap at <https://nUNET.io/roadmap/>;
- Social media: <https://medium.com/nUNET>, https://t.me/NuNet_Community, https://twitter.com/nUNET_global

Job Description

As a multi-sided platform and a meta-marketplace, NuNet is exposes itself to a diverse and ever expanding array of stakeholders, including token holder community, community developers, compute providers, AI researchers and developers, application developers, data owners and providers, technology providers, small and large businesses and more. At its current phase, NuNet emphasizes marketing strategy and relations with respect to token holder community and structuring a the crucially important for the future Community Developer Program.

We are looking to hire a Marketing Lead for leading NuNet’s marketing team in the implementation of our marketing strategy for engaging with all our stakeholders and shaping the multi-marketplace further as the company scales up.

NuNet is a startup with an exciting journey ahead. Your contributions will have a great impact on the future of the company and you would get the opportunity to grow it and grow alongside it.

Responsibilities

- Set marketing goals and objectives

- Plan, implement, manage and report on marketing strategy and annual marketing plan
- Direct, manage, plan and develop multiple avenues of marketing strategies to attract stakeholders and users to the platform
- Research trends and new marketing opportunities, and brainstorm ideas
- Contribute to the overall growth of the company and platform
- Keep the marketing budget in check
- Work with sales and development and developer success teams
- Determine KPIs for the marketing team, track KPIs on a regular basis and present reports;
- Use data and reports to make evidence-based decisions
- Communicate with internal and external stakeholders and find opportunities to grow our market share
- Address problems and troubleshoot campaigns; Analyse campaign performance, developing action plans and executing them.
- Choose the most effective places to advertise for each product or service and manage them and their results.

Requirements

- 7 years experience in marketing, previous working experience as a Marketing Lead (or similar) for at least 2 year(s)
- Experience with developer-centric marketing
- Hands-on experience with CRM and SEO tools like Google Analytics, Google Adwords, HubSpot, WebTrends, Salesforce, Atlassian Jira/Confluence, specialized blogs, etc.
- In-depth knowledge of big data analysis and BI analytics
- Regularly produce and present reports
- University education in Marketing, Management, Communication or similar relevant field
- Additional marketing certifications are a plus
- Outstanding communication, interpersonal, organizational, time management, presentation, problem-solving and leadership skills
- In depth knowledge of market research
- Sense of ownership and pride in your performance and its impact on company's success
- Team player

Benefits

- Remote work - ability to work from anywhere
- Flexible schedule - with a lot of freedom and responsibility in organizing your work hours and location;
- Opportunities to advance your career in many potential directions
- Reimbursement for work related expenditures
- Salary and benefits in line with your experience and location that you are based

The company reserves the right to update this job description any time.