



ShapeShift DAO Content Lead & AI Projects

Job Title	Content & AI Projects Lead
Workstream	Marketing Workstream
Date Modified	December 30, 2022

JOB OVERVIEW

The Content Lead at ShapeShift DAO is responsible for the ideation, coordination, and production of digital media content for our communications channels. They function as a member of the marketing team, and contribute to the implementation of strategic campaigns intended to grow our community of app users. The Content Lead has a talent for storytelling, and helps shape a compelling and differentiated narrative for ShapeShift DAO and its product(s). This position will also future-proof the DAO's marketing efforts through the creation of an AI tool to assist with the content creation process.

Roles and Responsibilities

- Understand the impact of digital media messaging, with demonstrated ability to tailor messaging for different intended audiences.
- Coordinate with the marketing team to ideate, create, and publish content for the DAO aimed at growing ShapeShift's brand presence and attracting an organic community of project advocates.
- Attend regularly scheduled meetings with the marketing team and Marketing Workstream Lead.

- Manage the DAO's graphic design team and vision—ensuring all visual assets are in line with the marketing, storytelling, and brand priorities of ShapeShift.
- Manage the DAO's data specialist in the process of building a custom AI tool that reflects the ShapeShift brand voice to assist in the content creation process.
- Remain flexible and available to provide operational support for the rest of the marketing team as needed to accomplish shared goals related to marketing and communications.

Extras

- Possess solid knowledge of blockchain technology, as well as strong video production and written/verbal communication skills.
- Be a creative contributor who brings new ideas based on industry knowledge, and provides feedback on marketing strategy.