

This job description is a loose outline

Title:

Marketing Communications Manager

Description:

As a Marketing Communications Manager, you will play a key role in developing and implementing effective marketing strategies to promote ShapeShift's products, services, and brand. You will be responsible for managing aspects of marketing communications, including content creation, digital marketing, influencer and strategic partner management, and internal communications. The successful candidate will possess strong communication skills, creative thinking abilities, and a passion for driving brand awareness and customer engagement.

Salary:

\$8,000 USDC

\$1,500 FOX

Availability:

- Unlimited PTO with 48 hours notice
- Performance bonuses quarterly as earned
- Expected loose availability from 8am MST - 1pm MST with independent work time dedicated from 2pm MST - 4pm MST Monday - Friday
- Observes most US holidays for time off
- Must attend internal and cross-team sync calls (3-4 per week total as needed)

Tasking:

Twitter:

- Create and manage the official ShapeShift Twitter channel messaging
- Report metrics and insights as needed
- Create 1-2 bespoke posts per day 4 days a week
- Respond + retweet related posts as needed
- Curate bespoke graphics/gifs/videos as needed for posts (probably 1-2 per week?)

- Lead general messaging strategy on Twitter guided by product marketing strategy and general audience acquisition strategy
- Stay up-to-date on industry messaging and news

Product:

- Create mini specs for marketing initiatives as needed (1 every 2 weeks as needed)
- Interface with the grants process:
 - Assist with the outreach, creation, submission, and documentation of grant documentation for three grants during the 6-month term
- Contribute and participate in weekly product <> marketing syncs to stay up-to-date on current roadmaps, initiatives, and timelines

Marketing

- Assist with general messaging campaign brainstorming, execution, and timing as needed
- Assist with audience segmentation and acquisition strategies revolving around onchain and offchain data correlation => acquisition
- Spearhead Influencer outreach and relationship management