

NFT Design & Marketing Community Manager

- ✓ Are you interested in establishing a career with a fast-growing and fast-moving company?
- ✓ Are you passionate about burgeoning NFT and Blockchain landscape?
- ✓ Do you aspire to make a big difference in the company's success?

A well-versed design and marketing community manager is required for an NFT launch project to establish the strategy and plan with organic content across several platforms (social and crypto-social) on a regular basis. The ideal candidate would construct a storyline leading up to the launch and create and compile all accessible assets to generate a road map for the NFT products. You have exceptional copywriting abilities and a natural ability for design. You would hold weekly meetings to take us through and update the journey you've planned so far, as well as the strategy for community-building, all of which are critical to the project's success. You have developed a deep understanding of the various advertising channels and community users (Reddit, Twitter, Discord and Telegram) throughout the years and are fluent in boosting the project's visibility.

Please share with us your involvement in the various NFT and Blockchain projects. We would love to meet you and hear about your stories, victories and aspirations!

Duties:

- Conceptualise the design aspects of all marketing campaigns for both creators and collectors.
- On a day-to-day basis: Tell compelling stories through graphics about our project and its products & services in line with the overall brand development strategy and core values.
- Conceptualise, plan, and execute the productions of creative materials and content including but not limited to social media posts, infographics, videos & animation, presentation decks etc. Handle the design from concept to final artwork.
- Deliver creatives for campaigns and projects in a timely manner according to brand and visual guidelines.
- As a skilled social media user, you're always on top of the latest trends and designs and actively hang out on sites like Reddit, Twitter, Discord, and Telegram to network and interact with the community.
- Work with the various departments to communicate concepts and content via visual mediums effectively.

- Identifies community needs and analyzes market trends that identify with brand opportunities
- Contributes to the ideation and engagement strategies execution to help improve the community experience and power our consumer marketing drivers (across Web, Apps, Social Media: Reddit, Twitter, Discord, Telegram, Influencer Partnerships, etc.)

Requirements:

- Diploma or Bachelor's degree in Digital/Multimedia Design, Graphic Design or related field
- 2-4 years of experience in brand management, digital marketing, or community management
- Story-teller, creative-thinker and problem solver
- Social media native - Ability to keep up with latest design trends on social media
- Strong visual sense, creativity, and the ability to communicate complex ideas through visual mediums effectively
- Strong interest and has good experiences in blockchain, NFT and/or the crypto industry
- Prior experience in start-ups / creative agencies is a plus

What we offer:

- Work at the intersection of digital art & blockchain to develop sustainable NFT project collections by creating an immersive & interactive experience through blockchain
- Being part of a multi-cultural and cross-functional team
- Be at the cutting edge of unique digital assets: art, in-game items, virtual land, collectibles, virtual avatars, music and more
- Competitive salary that will be revisited frequently as the business grows
- Flexible working conditions allowing you to structure your own job
- Deep understanding of how different departments can contribute to bottom-line growth, and are able to translate data & observations into actionable growth strategies