



## Marketing Manager (m/f)



Remote: EMEA (Europe, Middle East and Africa) |



Full-time

### What we are looking for:

To further our mission of driving the adoption of Cardano, we are seeking an experienced Marketing Manager who thrives in a fast-paced environment and has previous experience of working closely with innovative and exciting technologies. You will deliver proactive impactful and results-oriented marketing campaigns that showcase our platform and product suite to the world and that elevates our brand and mission. You should have a proven track record of devising and executing smart, creative and successful campaigns in nascent industries and/or the startup world and have a real passion for technology.

### What you will be doing:

- Lead the marketing strategy, develop implementation plans and execute deliverables for the Cardano Foundation.
- Develop strategic projects for go-to-market campaigns for the Cardano product suite as well as manage related projects across the Cardano ecosystem.
- Tell the story of highly complex and sophisticated technology to a variety of different stakeholders and non-specialist audiences through engaging marketing campaigns. ability to articulate complex themes in impactful marketing and branding campaigns for broad audiences.
- Leverage data to evaluate the effectiveness of marketing activities (at the strategy and campaign level) to influence the focus and direction of future campaign strategies (incl. SEO optimization).
- Conduct ongoing assessments (KPIs) and work to a target outcome.
- Implement innovative ways of increasing brand value by regularly analysing competitor landscape.
- You will oversee events organization, social media messaging and content creation for relevant campaigns.
- Working in close collaboration with our Cardano ecosystem partners.

### What we look for in you:

- You get things done, have a high level of accuracy and attention to detail.
- Minimum Bachelor's degree or equivalent.



- At least 7 years of marketing and branding experience.
- A track record of developing and delivering marketing and branding strategies, creative and engaging campaigns; strong understanding of relevant industry trends, as well as competitive landscape impacting the blockchain sector.
- Solid knowledge of blockchain technology, its potential use cases and ability to work with specialist content.
- Strong leadership and excellent project management skills and a record of turning strategies into tangible results.
- Experience in running international campaigns and cultural awareness, self-starter and results-driven.
- Flawless English, excellent interpersonal communication, and facilitation skills to pushback with tact and diplomacy, be willing to travel as and when required.
- Comfortable and agile working within a remote environment.

**Nice to haves:**

- Any additional language is a plus.

To apply for this position please send your application with a cover letter to [careers@cardanofoundation.org](mailto:careers@cardanofoundation.org).