

CONTENT STRATEGIST

AetherWorks is a Software Research & Venture Development firm that is currently building a global marketplace for computing resources. Our patented software, [ActiveAether](#), equips any computer to host software services just like a “cloud” provider, and we are launching a blockchain-based cryptocurrency, [FogCoin](#), that enables hosts to get paid for renting out computing resources.

AetherWorks is seeking a Content Strategist to help drive user growth, engagement, and education for ActiveAether & FogCoin. The Content Strategist will publish content across both organic and paid channels and track key conversion metrics. As an integral part of AetherWorks’ marketing team, the content strategist will be the “chief executioner” when it comes to securing coverage and building audiences for our products.

WHAT WE’RE LOOKING FOR:

The Content Strategist must be an excellent writer. Experience/familiarity in one or more of the following the fields is ideal: Fog Computing, “IoT” (Internet of Things), Web Services, Blockchain, Cryptocurrencies, “ICOs” (Initial Coin Offerings). We are looking for someone who is always on the lookout for popular newsletters, media outlets, channels and websites in these spaces and will show the initiative and creativity to get ActiveAether & FogCoin coverage.

As a small team, we work together closely but need an individual we can count on to execute without oversight when team members are traveling or at meetings out of the office.

RESPONSIBILITIES:

- Develop, write and publish content including blog posts, website and ad copy, press releases, social media posts, editorial and sponsored posts, marketing collateral such as FAQs, whitepapers, and case studies, video scripts, quotes for executive soundbites and more
- Manage social media outlets and blogs including Twitter, Facebook, Medium, LinkedIn, Reddit. This will include both scheduled content distribution and organic, day-to-day engagement
- Track content output via Pardot, provide reporting for conversion metrics
- Identify opportunities for coverage in popular topical newsletters, ICO calendars, cryptocurrency reports, etc., and reach out on behalf of ActiveAether & FogCoin

REQUIREMENTS:

- 4+ years of experience with a track record of high quality written content, ideally in tech fields listed above. Writing samples will be requested
- Experience with social media platforms (Twitter, Facebook, Reddit, Medium)
- Strong desire to work in tech
- SEO, Google Adwords and experience with Pardot or similar marketing platforms is ideal

BENEFITS:

- Upside in all ventures
- Opportunity to expand your role within our growing team

AetherWorks

- A casual, flexible work environment
- A comfortable office overlooking Bryant Park
- Full health, dental, & vision
- 401k match
- Excellent vacation policy