

MARKETING STRATEGIST

AetherWorks is seeking a Marketing Strategist to help drive user growth, engagement, and education for ActiveAether & FogCoin. The Marketing Strategist will take ownership of paid campaigns, from conception to execution and ROI analysis, and will also contribute to our organic content generation and media outreach, helping secure coverage for our products.

As we approach public network launch, it's an exciting time to join the team marketing the ActiveAether & FogCoin brands. The Marketing Strategist must be proactive, and enthusiastic about playing an integral role in the development of our global user base.

WHAT WE'RE LOOKING FOR:

We are looking for a Marketing Strategist with experience planning, executing and tracking paid and organic marketing campaigns. Experience/familiarity in one or more of the following the fields is ideal: Fog Computing, "IoT" (Internet of Things), Blockchain, Cryptocurrencies, "ICOs" (Initial Coin Offerings). In addition to leveraging popular advertising channels including Facebook, Twitter, GoogleAds, and more, 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:

- Manage ad campaign budgets for paid channels, including (but not limited to) Facebook, Twitter, GoogleAds, and a number of popular industry outlets
- Develop, write and publish content including ad and website copy, social media posts, blog posts, press releases, editorial and sponsored articles, marketing collateral such as FAQs, whitepapers, and case studies, video scripts, quotes for executive soundbites and more
- Manage social media outlets 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:

- 2+ 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
- A casual, flexible work environment
- A comfortable office overlooking Bryant Park
- Full health, dental, & vision
- 401k match
- Excellent vacation policy

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.