



Binusu Marketing Lead

Job brief

We are looking for a forward-thinking, analytically minded strategic marketer to join our team. The Marketing Lead will be responsible for planning and implementing marketing strategies that support the growth of Binusu. The role requires developing a holistic understanding of the business to build marketing plans and programs that can drive both short & long-term customer and commercial impact.

As our first senior marketing hire, you'll have the opportunity to play a key role in the marketing efforts for a fast-paced high-growth start-up/scale-up; working directly with the leadership!

Binusu's growth is dependent on successful multi-channel marketing embracing a variety of disciplines:

- Brand development
- Advertising and marketing communications
- Digital/social media presence and optimisation
- PR community build and management
- Partnership development and support
- Customer/market research
- Competitor intelligence

Reporting to the CEO and working closely with colleagues across functions to ensure successful development of the best customer proposition and experience, the ideal candidate will be not just technically proficient (with 3-5 years' experience in a comparable environment learning the various disciplines), but also be a high-energy 'make things happen' person.

You will join a fast-paced rising crypto/tech start-up. As such, it's important you know a bit about our environment and culture.

REQUIREMENTS

We expect this individual to fulfil the following criteria:

- You have 3+ years of experience in product and/or digital marketing
- You have experience driving brand development, particularly in the technology space (crypto and blockchain knowledge is an added advantage)
- You have experience in advertising and marketing communications
- Skilled in multiple digital channels, tools, principles and practices e.g., SEO, Paid search, Display, Google Analytics, A/B testing, and CRM



- You have experience in digital/social media presence and optimisation, and have a strong social media presence
- You have thorough understanding of multiple marketing channels and experience successfully managing multiple work streams concurrently
- You have experience in PR community build and management
- You have experience in developing and managing partnerships
- You have experience driving customer/market research and analysis
- You value collaboration and are at your best when you are part of a team
- You are passionate and will be a brand ambassador
- You are flexible; we're a young start-up and you'll be working on lots of fun things. You should have the ability to manage multiple and competing objectives, demonstrated ability to adapt quickly to change, ability to prioritize and juggle to consistently meet multiple, short deadlines
- You are keen to roll your sleeves up, get involved, and help us build a successful company and attractive culture

Responsibilities

- Take ownership of the entire marketing function
- Develop marketing plans that drive relationships, adoption, scale, and revenue
- Responsible for developing, managing, and executing community, content, and multimedia marketing strategy
- Execute, own and enhance aspects of Binusu's content strategy, consistently experimenting and iterating based on data.
- Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material)
- Create lead generation programs to grow target markets, with a heavy focus on developing inbound marketing through SEO/SEM
- Become an expert on our business, product and customer base to effectively develop compelling content and programs across digital channels including but not limited to social media
- Continuously research, identify and evaluate new marketing ideas, strategies, leads, prospects and opportunities
- Evaluate new tools, technology, platforms, and vendors, and provide subject matter expertise, learning anything necessary to maximize the strategic use of all media
- Continuously perform extensive market research and data analysis to create and maintain an efficient marketing strategy in sync with the business model
- Collaborate with the executive team, other departments and technical staff to create unique strategic solutions
- Provide insights on the general market and present them to the leadership team
- Focus on Increasing social media engagement, channel growth, and traffic from social channels



- Prepare weekly and monthly reports summarizing and assessing digital and social media traffic and engagement
- Create and oversee community management across social platforms
- Intelligently drive engagement via strategies related to comments, hashtags, DMs. And publish original high-quality content on social platforms
- Contribute to the preparation of pitches, presentations, and background materials in compliance with brand guidelines and any associated regulations
- Manage go-to-market for new features and products. This includes product launch in partnership with various cross-functional teams and driving product adoption among customers.
- Participate in the quarterly and annual planning of company objectives
- Review current marketing trends and advertisements to determine the effectiveness of different styles and strategies
- Identify new audience segments within our existing user base to target as well as focusing on emerging market trends and opportunity sizing.
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media.
- Conceptualize and drive consistent & compelling storytelling that leverages the assets and stories of our brand, product advances, and key executives to prominently drive awareness of our story and products.
- Travel and acting as spokesperson during events
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.

SEND YOUR CV NOW!