



Delivering the best crypto trading experience in the world

Crypto Growth Manager (Remote)

Mission

Give millions of people a simple, secure and accessible way of benefitting from the crypto landscape.

We are on a mission to build the world's best platform for crypto traders and investors. We help traders connect all their exchanges and wallets, manage their trading portfolio from a single intuitive terminal and keep track of tax reporting with ease.

In a nutshell

To massively scale the growth of Atani, we are looking for a passionate Crypto Growth Manager to take the lead in building and retaining a thriving global community around our crypto trading product. This role will own global community marketing efforts and contribute to developing a strong market presence of one of the fastest growing crypto startups.

What you will do

- Own the growth strategy and execution by leveraging and optimizing a portfolio of initiatives to drive new user acquisition, activation, engagement and retention in a scalable and efficient way.
- Create, activate and retain global and local communities (online and offline) for our crypto trading terminal.
- Design and execute outbound and inbound growth marketing campaigns, through owned and third-party channels including referral programs, paid media, email campaigns, search engine optimization and viral product initiatives.
- Coordinate campaigns to increase reach, engagement and conversion through social media and content marketing strategies.
- Design unique pieces of content (blog, community, meme, video) to increase brand mentions and social media engagement.

Who you are

Must

- Native or fluent ability in English.
- Deep know-how and passionate about crypto trading: communities / tribes, memes, new projects (blockchains, assets...), markets (spot, derivatives, defi...), KOLs, etc.

Bonus points

- Have relevant experience in a similar B2C marketing role, ideally including a successful track record in an early stage start-up and have driven growth through zero-budget initiatives.
- Have a track record of building successful communities of crypto traders.
- Have deep relationships with the global crypto community, KOLs and PR outlets.

[careers@atani.com](https://careers.atani.com)





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- Have proven experience in running social media campaigns, managing events and leveraging content to increase organic growth.
- Are ambitious and feel excited by the opportunity to build a brand from scratch.
- Are a great writer and communicator and like conveying ideas to end users.
- Are entrepreneurial, self-sufficient, resourceful and feel comfortable working in a small high growth start up and wearing many hats.

Why Atani?

- Full remote. Global mission – work from anywhere in the world.
- Enjoy working with the best: tier-one team and crypto traders since 2013.
- Learning: take part in shaping the future of crypto trading.
- Excellent growth opportunities: our team triples each year.
- Maker: provide forward-thinking ideas to build a massively successful global business.
- Fun: strict no asshole policy.
- Flexible: It's all about getting things done.
- Competitive remuneration.
- You will LOVE your job 😊

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