



Delivering the best crypto trading experience in the world

SENIOR EDITOR / CONTENT MARKETING MANAGER (Remote)

Mission

At Atani, we help traders and investors navigate the crypto ecosystem.

Atani provides an advanced platform for end-to-end crypto trading and tax management to users in 80+ countries. We enable portfolio monitoring, market analysis, trade execution and tax reporting for 1,500+ cryptocurrencies across 20+ of the major global crypto exchanges (Binance, Kraken, Coinbase Pro, Huobi, Bitfinex, Bitstamp, KuCoin, Bittrex, bitFlyer, Poloniex, OKEx, Gemini and more).

In a nutshell

To massively scale the growth of Atani, we are looking for a passionate **Senior Content Marketing Manager** to take the lead in building and retaining a thriving global community around our crypto trading product, develop our content strategy and boost our presence in social media. This role will own global content development efforts and contribute to building a strong market presence of one of the fastest growing European crypto start-ups.

What you will do

- Develop and drive a content roadmap, working closely with the Atani leadership team, that builds the Atani brand, generates excitement for the crypto ecosystem and our platform.
- Serve as content manager for communications across the organization, helping establish unique brand voice and guidelines.
- Deliver a regular stream of robust content (press releases, blog posts, op-eds, creative campaigns) to support complementary content territories:
 - Insights & Trending Topics: Educate and share our unique expertise on topics like crypto markets, crypto exchanges, or user experience.
 - How-to Guides: Help users get the most out of Atani, with a focus on trading, technical analysis, portfolio management, or security.
 - Company Story & Announcements: Craft narratives and long-form content aligned with our mission, product roadmap and key company milestones.
- Analyze content performance and use insights to produce better content and stay ahead of market needs.
- Manage social networks and the Atani community: Twitter, Youtube, Telegram, Facebook...

Who you are

- 3+ years of experience writing on the internet, with a background in advertising, content marketing, or journalism.
- A portfolio of relevant work and a passion for crypto, financial markets and tech.
- Experience translating complex concepts into easy-to-read words.
- Mastery of multiple formats: long-form, short-form, video, podcast, social, etc.
- Ability to gather and manage feedback from stakeholders across the company: executive leadership team, subject matter experts, legal & compliance, etc.

careers@atani.com





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- Experience working within tight deadlines to deliver the latest news.
- Analytical rigor, a high bar for integrity, trust and quality; and a guiding curiosity to stay on the cutting edge of this fast-moving world.
- Ambition. You are entrepreneurial, self-sufficient, resourceful and feel comfortable working in a 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 doubles 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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