

CMO Role | leading metaverse project

StartUp

Vast

THE COMPANY

So the company you will be working for is not just any company. They are striving to become the Metaverse that people will go to play their favorite (Web3) games. In time they're set to take over the world but are firstly focussing on the market that's most ready for the metaverse, the Asian market.

Remember Sonic, Dragonball Z, Final Fantasy and Assassin's Creed? Well our client has partnerships with all the gaming studios behind these IP's. The likes of SEGA, Bandai Namco, Ubisoft and Square Enix (just to name a few) have partnered with them. Let's be real, you can't build the perfect metaverse without Goku or Sonic.

Besides their very impressive list of partnerships, they have had a very impressive first investment round as they have recently raised 20 million dollars in a private token sale, and they're putting it to good use!

The team is still small but has very large ambitions. They currently have around 10 full time employees but are looking to expand to 30 by the end of next year. With industry veterans from SEGA, Yield Guild Games and Double Jump as advisors, they are a force to be reckoned with in the web3 gaming industry. Also they have a proven track record in creating previous blockchain games. They're currently in the phase of getting their mainnet ready for launch.

Because they're a new and promising player on the scene, they need visibility to their users. That's where you come in.

THE JOB

So what needs to be done? You will be in charge of the 10 million dollar marketing budget for the next year. You will both work internally with the CEO and CTO and be at the top of decision making within the company. Besides that you will work with agencies that are hired to do specific jobs and give them guidance.

You will also plan, initiate and execute all digital marketing initiatives, including SEO and paid marketing, marketing automation, multichannel marketing, social media and physical advertising campaigns.

Finally you will take accountability for critical Marketing KPIs and deliverables.

WHO ARE YOU?

So what do you bring to the table of the future?

- You have experience as a Director of Marketing, Head of Marketing or a CMO.
- You have a proven track record at a Web3 company.
- You are able to be "the brain" of the marketing part of the company.
- You know how to get audiences excited about stuff, they might not even fully understand yet!
- You have strong stakeholder management skills, comfortable building relationships and influencing cross functional business partners
- Experience in the gaming industry is a nice to have!

THE PERKS

So a job like this certainly comes with some nice perks as well.

- Work with the newest tech and ideas in the space,
- A fully remote job.

- A salary of up to 200k
- A hefty token allocation in a company you really want a token allocation in.
- Be part of one of the leading companies in the metaverse industry.

Are you interested? Then respond via the application form or send your resume to arnold@haystackpeople.nl. Calling is always faster, you can do that on +31 (0)6 82 09 94 93

Contact & solliciteren

<https://haystackpeople.nl>

Arnold Janssen

Senior Principal Recruitment Consultant

a.janssen@haystackpeople.nl

31682099493

<https://www.linkedin.com/in/outdoorrecruiter/>