

OPEN POSITION | 10 JUNE 2022

AlgoTrader is the global leader in institutional trading technology for both digital and traditional assets. With its advanced software solutions, AlgoTrader gives banks, hedge funds, brokers, crypto funds and other financial institutions an end-to-end platform for best execution and event-driven alpha generation. The company's offering includes WIRESWARM, a digital asset trading and connectivity platform for banks and brokers, AT QUANT, an end-to-end quantitative trading solution with automated trade signal generation and order execution, and AT OEMS, a state-of-the-art Order and Execution Management System for systematic and discretionary buy-side institutions with managed connectivity to over 400 liquidity venues. AlgoTrader's interdisciplinary team of highly experienced industry experts is shaping institutional trading. Founded in Switzerland and based in Zurich, New York and Singapore, AlgoTrader operates globally.

We're excited to have you join us on our mission as a

Digital Marketing Specialist

This role reports to the Chief Marketing Officer and is located in the greater New York area.

#1 How you can make an impact

- ✓ Own our social media accounts: creating a calendar of posts/content, engaging with our online communities, and using them to fuel activity and conversation around our brand and product
- ✓ Research existing content performance, identify potential content ideas based on user search data and intent and optimize existing content around target keywords
- ✓ Create, manage and execute inbound marketing strategies for buy-side institutions through our CRM and marketing tool Hubspot to generate new leads
- ✓ Target buy-side institutions in the North and South America region
- ✓ Assist in developing customer profiles for inbound prospecting campaigns
- ✓ Manage email marketing campaigns and automation workflows
- ✓ Work with marketing and sales team to establish AlgoTrader as the preferred digital asset technology provider for financial institutions
- ✓ Plan and manage conferences, trade shows and other events

#2 Who we are looking for

- ✓ Bachelor's degree or higher in marketing/communication or equivalent education
- ✓ Proven track record in digital marketing disciplines, especially inbound marketing (preferably in a marketing role for a financial institution, trading firm, crypto corporate or fintech software company)
- ✓ Minimum 4-5 years of B2B marketing experience
- ✓ Passionate about crypto and digital assets and strong understanding of the blockchain ecosystem
- ✓ Experience in go-to-market and inbound execution strategies for different target groups
- ✓ Experience in working in a distributed global environment as a reliable team player
- ✓ Strong analytical and structured mindset and very results-oriented
- ✓ An entrepreneurial mindset with the ability to succeed in a fast-paced environment
- ✓ Proactive, self-motivated and well-organized personality with hands-on mentality and highest integrity
- ✓ Fluent in English, both written and spoken
- ✓ Curiosity and open-minded

#3 Benefits

- ✓ Remote work options and flexible working hours
- ✓ Competitive salary
- ✓ Opportunity to shape institutional digital asset trading of tomorrow
- ✓ Enjoy a highly fulfilling, mission-driven culture