

Position

Marketing & Communications Manager, Growth (Remote)

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 200+ countries. We enable portfolio monitoring, market analysis, trade execution and tax reporting for 3,000+ cryptocurrencies across 40+ of the major global crypto exchanges (Binance, Kraken, Coinbase, FTX, etc.)

In a nutshell

To massively scale the growth of Atani, we are looking for a passionate **Marketing & Communications Manager**, to drive the expansion of Atani in the market. This role will provide strategic leadership, plan and oversee the implementation for all matters relating to digital marketing and communications, managing PR and media relations and developing brand presence and reputation for Atani.

The role will own growth efforts in the market and contribute to the rapid international expansion of one of the fastest growing crypto startups. You don't have to be an expert in everything, but you do have to have an appetite for developing skills across a wide variety of activities to find expertise and take stakeholders with you.

What you will do

- Develop marketing plans and strategies to support Atani in achieving their goals
- Coordinate and ensure effective plan execution including delivering and monitoring consistent activities. This includes marketing campaigns, events, PR, media relations and social media programs, crisis communications, digital marketing, and website activity
- Taking the ownership of a full range of internal and external communications and marketing activities: product marketing, campaign management, copywriting and brochure development, to PR and social media, events, and digital marketing
- Multi-platform communications strategy and plan in line with brand direction while reflecting priorities across key platforms (YouTube, Twitch, Twitter, Reddit, Telegram, blogs, newsletters, etc.)
- Creating strategy for content creation, designing unique pieces of instructional content (e.g., product pitches, battlecards, Q&As, video scripts, long-form articles) to support the community and partners to become effective ambassadors of Atani
- Work cross-functionally with internal teams (Analytics, Product, Design, etc.) to build scalable processes to enable our rapid expansion.

Who you are

- A minimum of 3 years of proven success in a similar role, ideally in Fintech and crypto. Experience in a high growth company or startup is a plus.
- Effective written and verbal communication in English and Spanish.
- A passion for crypto and digital assets.
- Ability to be hands-on but also understand the overall business strategy and develop the marketing function accordingly.
- Drive, entrepreneurial spirit and ability to work independently
Proven ability to manage multiple projects, take ownership, make things happen and get results.
- Strong analytical skills, combined with common sense and sound qualitative judgment to assess the fit of partners with Atani.
- Excellent communication skills, like conveying ideas, can influence others and drive change.
- You are ambitious, entrepreneurial, self-sufficient, resourceful and feel comfortable working in a high growth start-up and wearing many hats.
- Demonstrated thought leadership, like to explore emerging platforms and strategies, and provide forward-thinking ideas to build a massively successful business.

Why Atani

- Full remote: we are on a global mission, work from home or anywhere in the world
- Flexibility and autonomy: we are highly results-focused – it's all about get things done!
- Top talent: we are innovators and builders with the right mix of passion and experience
- Crypto enthusiasts: work with cutting-edge technology shaping the future of finance
- Excellent growth opportunities: our team doubles each year, and we grow together!
- Strong teamwork: we work for common goals and have a strict no asshole policy
- Competitive salary

If this sounds like you, apply now by sending your CV to careers@atani.com