



BlockApps

Marketing Associate

Company Overview

BlockApps is an enterprise blockchain company that develops industry applications on our own blockchain platform, STRATO, to enable traceability across enterprise value chains. Our customers include Fortune 500 companies such as Bayer Crop Science (the world's largest seed company), Blockchain for Energy (a consortium of the world's largest energy companies including Repsol, Chevron, ExxonMobil, Schlumberger and more), and the U.S. government. BlockApps has launched several industry initiatives, including TraceHarvest (agribusiness traceability), TraceCarbon (sustainability tracking), and the Enterprise Ethereum Alliance (world's largest open standards blockchain organization). For more information, visit and contact us at www.blockapps.net, or find us on social media via [LinkedIn](#), [YouTube](#) and [Twitter](#).

Job Description

We are looking for a **Marketing Associate** to drive awareness and the demand and usage of our solution. You'll be responsible for presenting our products in ways that will strengthen our brand and boost sales. You will play a key role in helping develop and implement the most profitable marketing plans to position and promote our products. This position reports directly to the VP of Marketing.

Roles & Responsibilities

- Driving company communications strategy including awareness, branding and messaging. Ensuring the company has a consistent corporate image throughout product lines, promotional materials, and events.
- Implementing lead generation programs (including inbound/outbound) and driving marketing activities across the full customer lifecycle from acquisition through retention.
- Executing both online and in-person events. This includes webinars, trade shows and partner events.
- Working with sales operations and corresponding sales and marketing tools; analyzing data and communicating information to the sales force to ensure marketing strategies correspond to market demands.
- Researching and analyzing competitor offerings and market trends to determine company and product competitiveness.
- Working directly with cross-functional teams to support go-to-market strategy, product launches, roadmaps and key partnerships.
- Creating internal content (including graphics) as well as working closely with external agencies, vendors, creative teams, and copywriters.



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Requirements/Skills

- 2+ years of marketing experience at product-driven company, preferably at an early-stage software/SaaS business.
- Experience with lead generation activities, both inbound and outbound.
- Background in design and copywriting is a plus.
- Working knowledge of web analytics tools (i.e. Google Analytics, WebTrends).
- Ability to leverage data and analytics to improve results and increase ROI.
- Attention to detail and outstanding organizational skills.
- Strong ethics and reliability.
- Excellent written and verbal communication skills.
- Ability to work as a team player, with a willingness to roll-up-your-sleeves and dig into the work.
- BSc/MSc degree in Marketing or related field preferred.

Please send a copy of your resume to careers@blockapps.net along with the position(s) you are interested in.



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