

Web3 Marketing Manager

Job Description and Candidate Assessment Guide

Company	NodeMeta
Position	Web3 Marketing Manager
Department	Marketing and Growth
Work Model	Remote or hybrid, depending on candidate location and company needs
Assessment	30-minute online Q&A assessment: 10 role-specific questions on the company website

Company Overview

NodeMeta is a Web3 company building blockchain-based products, digital-asset experiences, and decentralized infrastructure for users, communities, and businesses. The company focuses on practical Web3 adoption across areas such as digital ownership, marketplace experiences, DeFi-related features, community growth, and transparent on-chain participation.

Role Summary

The Web3 Marketing Manager will lead marketing strategy, community growth, content planning, campaign execution, and brand awareness for NodeMeta's Web3 products. This role requires strong understanding of crypto communities, social channels, creator/influencer campaigns, product positioning, and measurable growth. The ideal candidate can turn technical Web3 features into clear messages that attract users, partners, and contributors.

Key Responsibilities

- Create and execute marketing strategies for NodeMeta products, campaigns, launches, and community initiatives.
- Develop content plans for X/Twitter, LinkedIn, Telegram, Discord, blog posts, newsletters, and partner announcements.
- Build positioning and messaging that clearly explains product value to Web3 users and non-technical audiences.
- Plan growth campaigns, ambassador programs, partnership campaigns, influencer outreach, and community events.
- Track marketing KPIs such as user acquisition, community growth, engagement, conversion, retention, and campaign performance.
- Coordinate with design, product, and engineering teams to prepare launch materials, product updates, and campaign assets.
- Monitor Web3 market trends, competitor activity, community feedback, and user sentiment.

Required Skills

- Strong understanding of Web3 marketing, community growth, crypto audiences, digital assets, token ecosystems, and blockchain product positioning.
- Experience creating campaign plans, content calendars, social posts, partnership ideas, and launch strategies.
- Ability to write clear, persuasive, and professional marketing copy for technical and non-technical audiences.
- Understanding of growth metrics, funnel thinking, community engagement, and campaign reporting.
- Experience with Web3 channels such as X/Twitter, Discord, Telegram, Medium, LinkedIn, Galxe, Zealy, QuestN, or similar platforms is preferred.
- Strong communication, organization, and cross-functional collaboration skills.
- Ability to work independently and produce structured plans under time constraints.

Education and Experience

- 3+ years of experience in marketing, growth, community management, product marketing, or a related role.
- Experience in Web3, gaming, fintech, SaaS, NFT, DeFi, blockchain infrastructure, or crypto communities is strongly preferred.
- Proven experience managing campaigns, content, communities, partnerships, or product launches.
- A portfolio of campaign examples, social channels, content samples, or growth reports is helpful.

30-Minute Online Q&A Assessment

- All shortlisted candidates complete a 30-minute online Q&A assessment through the NodeMeta company website.
- The assessment contains 10 role-specific questions and is completed independently by the candidate.
- No NodeMeta team member joins the assessment in real time; it is not a live call.
- The assessment is timed, browser-based, and designed to evaluate practical judgment, role knowledge, and written communication.
- After submission, NodeMeta reviews the candidate's answers and decides whether to invite the candidate to the next interview stage.

Note: This assessment is part of the screening process. It is not a live interview and does not require a team member to be present during the candidate session.

Assessment Evaluation Criteria

- Web3 market understanding and practical growth judgment.
- Quality of campaign thinking, positioning, and channel strategy.
- Clarity and persuasiveness of written communication.
- Ability to connect marketing actions to measurable KPIs.
- Creativity balanced with realistic execution.

Hiring Process

1. Application and profile review
2. 30-minute online Q&A assessment on the NodeMeta careers website: 10 role-specific questions, completed independently without a live interviewer
3. Internal review of assessment answers and portfolio, work samples, or relevant background
4. Role interview with the hiring team for shortlisted candidates
5. Final discussion covering expectations, availability, compensation, start date, and collaboration model

Working Model

This role may be remote or hybrid depending on the candidate's location and the company's operating needs. The position requires clear communication, reliable delivery, and comfort working with distributed teams across time zones.

Candidate Success Profile

- Can explain technical Web3 products in simple and attractive language.
- Understands community growth, trust building, and launch momentum.
- Uses data and KPIs instead of only vague marketing ideas.
- Can work independently and create clear plans for designers, founders, and technical teams.

Equal Opportunity Statement

NodeMeta welcomes candidates from different backgrounds, locations, and professional paths. Candidates are evaluated based on relevant skills, practical judgment, communication, experience, and alignment with the role requirements.

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