



Communications & Marketing Director

Full-time

Location: Remote

Company Introduction

Cardano Foundation is a Swiss Foundation providing oversight, community development, standards development, promotion and education for the Cardano ecosystem. We aim to promote the open development, evolution, and use of Cardano's blockchain technology for the benefit of all people throughout the world.

We work alongside Input Output HK (IOHK) who are contracted to design and build Cardano and Emurgo, the for-profit arm working to boost the Cardano ecosystem through commercial ventures.

Some of the core objectives of the Cardano Foundation:

1. Protect and enrich the Cardano ecosystem by developing and protecting the branding of the Cardano Protocol. We are committed to promoting Cardano and to advocating on behalf of the users and community of the protocol.
2. Grow the Cardano community by building trust and transparency. Creating a community hub offering authoritative, timely information about the technology and Cardano's wide-ranging potential.
3. Facilitate Partnerships through alliances with business, governments and open source projects for the benefit of the Cardano Ecosystem and to liaise with and influence governments and regulatory bodies.
4. Shape Legislation and Commercial Standards by studying and proposing cryptocurrency regulation; engaging with regulators and other public bodies to collaborate on the development of the Cardano Protocol.
5. Support education across various platforms and mediums, targeting developing



countries in particular.

Summary

We are searching for a Communications & Marketing Director for the Cardano Foundation, you will lead the development of the Cardano Foundation's public profile across its global audience, in line with the organisation's strategy. You will assume responsibility for marketing, communications, and media at the CF, and will work with partner organisations, including IOHK and Emurgo, to raise the profile of the CF and the Cardano project.

Duties

- Producing and implementing a marketing and communications strategy for the organisation, in line with strategic goals and objectives, and working with the chairperson of the Cardano Foundation (CF).
- Working closely with strategic partners, primarily IOHK and Emurgo, to jointly promote Cardano and enhance its reputation and profile, through coordinated initiatives.
- Develop initiatives to promote the CF, and raise the profile of both it as an organisation and Cardano, along the lines of its strategic objectives.
- Overseeing and executing marketing/communications plans for public events featuring the CF or its staff, such as the chairperson.
- Ensuring all marketing and communications output of the CF is outstanding.

Leadership

- Managing a team of staff working within marketing, design and communications at the CF.
- Providing leadership to the Cardano community management team, ensuring the team's progress towards set objectives.



- Leading and growing a team; working with HR to prepare requisitions for hiring, working closely with recruitment during the hiring process
- Onboarding new team members of CF
- Responsible for ensuring that biannual performance reviews are carried out for all team members
- Establish team goals to align with wider company goals; and assisting individuals in setting cascading goals to align with these goals.
- Supporting your team with career development and identifying training needs
- Coaching and mentoring
- Developing and managing internal resources and participating in people development (training & capability development, promotions and succession)

Key Competencies

- A team player who can work hand-in-hand with IOHK to deliver best-in-class information and materials about the Cardano project and with Emurgo to build and foster the Cardano ecosystem.
- Outstanding communication and interpersonal skills
- Excellent judgement you will be able to navigate the company skillfully through our main communication tool, Slack, and able to liaise gracefully and diplomatically with senior people who may be very busy
- An eye for detail as we strive to deliver information that is accurate, timely and professionally presented.
- Strong intuition
- Native level written and spoken English is required for this role.

Education / Experience

- Ideally educated to degree level or higher with a minimum 5-7 years experience in a related role.
- A background in journalism/ politics/ communications is desired.



- Experience of performing the duties described above.
- Political or journalistic background would be an advantage.
- Experience in technology, blockchain or start-ups a bonus.