



Community Lead

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

As Community Lead at Cardano Foundation you will be tasked with defining and implementing a global community strategy that spans social media and community platforms in a variety of regions.

Working closely with the Communications and Marketing Lead, you will be responsible for managing our current community team who operate remotely over three continents.

As a senior figure within the Cardano Foundation, you will work closely with internal and external stakeholders to define KPIs as well as acting as the community conduit between the Cardano Foundation and our partners, IOHK and Emurgo.

Duties

- Lead, provide counsel and support to the community managers
- Creating and presenting engaging reports to the Executive Team
- Setting KPIs for your team alongside the Executive Team
- Work closely with your partners in IOHK and Emurgo to bring the brand to life through engaging content and thought-provoking words
- Manage the Community budget

Key Competencies

- You will have 10+ years experience nurturing, growing and managing communities, as well as creative flair that makes your community campaigns stand out from the crowd. Strategic aptitude is vital as you seek to increase brand presence using our current community platforms, as well as keep abreast of new relevant platforms both regionally and globally.
- You will be familiar with blockchain technology and the Cardano product, seeking to drive adoption of our platform via educational content both online and at meet-ups worldwide.
- You will use data to inform your key decisions and be familiar with software that allows us to measure engagement and sentiment.
- You will provide weekly and monthly reports to key stakeholders across the organisation and be the point of contact for all Cardano community comms.



- The ability to describe in detail what a global strategy would entail and how they would execute on that strategy (it's easy to write a strategy, it's much more difficult to execute on that strategy)
- Demonstrates an understanding of how community management is an additional arm of a product (can teach us something about community and why this new business model is so important, especially for tech companies).

Education / Experience

- Extensive prior experience of leading a global community team is essential
- Experience of building a team and understanding of how to motivate community managers globally
- In depth understanding of blockchain communities would be an advantage
- Strong project management experience
- Strategic experience of working in a variety of regions, particularly Asia
- Crisis management experience
- Executing award winning creative campaigns
- Au fait with data analysis and solid knowledge of social media tools across planning, content management and analytics
- We are hoping to see examples (assets) from previous global community management roles