

United Arab Emirates Jobs Expertini®

Senior Business Development Manager MENA | OKX · Dubai

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Company: OKX

Location: dubai

Category: other-general

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Founded in 2017, OKX is one of the world's leading cryptocurrency spot and derivatives exchanges. OKX innovatively adopted blockchain technology to reshape the financial ecosystem by offering some of the most diverse and sophisticated products, solutions, and trading tools on the market. Trusted by more than 50 million users in over 180 regions globally, OKX strives to provide an engaging platform that empowers every individual to explore the world of crypto.

The Senior BD Manager is responsible for the overall affiliate growth strategy and execution for OKX in MENA, working with our global team as well as leading a team of regional BD managers. The Senior BD Manager will proactively seek out and engage closely with potential MENA crypto partners / influencers / KOL (Key Opinion Leaders) for the purpose of user acquisition and expansion of the OKX platform in the region.

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What You'll Be Doing

Responsible for managing a team of affiliate business development managers who focused on key markets including setting strategy and defining OKRs for the team

Proactively identify and develop affiliate / KOL relationships for future business opportunities

Manage and enhance relationships with local crypto influencers, being in contact with them frequently, build partnerships with influencers for the purpose of user acquisition

Planning and execution of online and some offline marketing activities, events, and campaigns with influencers or media channels

Expand the user base and grow awareness of the OKX brand

Devise creative ways to identify potential affiliates and acquire users

What We Look For In You

Solid experience in Cryptocurrency, Finance, FX or any related space, with a track record in building large affiliate networks from start to finish

Experience in leading a team of business development or affiliate managers

Solid project management skills and the ability to manage multiple priorities and deadlines

Understanding of fundamental affiliate customer acquisition KPIs and optimization methods to improve performance through data analysis and segmentation

Fluent in English. Fluency in Arabic is a definite plus

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