

# United Arab Emirates Jobs Expertini®

## Senior Growth & Community Manager - MENA & South Asia

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Company: Binance

Location: , , United Arab Emirates

Category: other-general

Binance is the global blockchain company behind the world's largest digital asset exchange by trading volume and users, serving a greater mission to accelerate cryptocurrency adoption and increase the freedom of money. Are you looking to be a part of the most influential company in the blockchain industry and contribute to the crypto-currency revolution that is changing the world? Responsibilities Develop and execute innovative marketing strategies to drive user adoption and revenue. Lead data-driven campaigns and product positioning rooted in deep customer and market understanding across all marketing channels, including CRM, digital, social media, performance marketing and affiliate marketing. Analyze campaign performance metrics, adjust strategies according to results, and prepare regular performance reports to identify trends, and create opportunities for improvement. Implement and optimize growth hacking initiatives to increase user engagement and retention. Formulate and execute effective go-to-market plans. Work cross-functionally between the local team and central business units and product teams. Plan and implement community-building strategies via various local social channels and offline events to drive engagement and foster a sense of community among our users. Serve as the main point of contact for the community while collaborating with the marketing and product teams to align all community expectations. Manage the Binance Angels program and coordinate collaboration between Angels and the Binance team. Requirements Bachelor's degree in Business Administration, Marketing or related field preferred. Proven experience of at least 5 years in user acquisition/retention, growth marketing or a similar role, preferably in the cryptocurrency or tech industry. Proven experience launching and managing community

initiatives (e.g. building an online forum, launching an ambassador program, creating an event series, managing social media platforms)Deep understanding of the MENA and South Asia regions.Strong knowledge of marketing channels and community platforms such as Telegram and Discord.Strong understanding of cryptocurrency related terminologies and trends and have a liking for the industry.Be able to work flexible and stretched hours to interact with the crypto community as frequently as possible.Strong ability to multitask and work quickly under tight daily deadlines.Proven successful experience in conducting and analyzing A/B testing.Excellent project management.Exceptional communication and interpersonal skills.Ability to thrive in a fast-paced, result-oriented environment.Fluency in English.Conditions: ▪ Competitive salary ▪ Flexible working conditions ▪ Flat organisation ▪ Great Locations with a highly talented and international colleagues ▪ Be a part of the exciting future of the crypto-currency revolution and work on the world's no.1 crypto-currency exchange!About BinanceBinance Exchange is the leading crypto exchange by trading volume and users, with customers in over 180 countries and regions. Capable of processing more than 1.4 million orders per second, Binance is one of the fastest trading platforms in the world. The platform focuses on security, robustness, and execution speed—attracting enthusiasts and professional traders alike.

#J-18808-Ljbffr

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