

# JOIN OUR TEAM

## Growth Manager Visit our website [blocklayer.co](https://blocklayer.co)

Full Time (Remote)

### Firm Description

Blocklayer is an accelerator built by web3 founders. Offering funding, mentorship and resources curated for web3 startups, we provide startups with the support they need to thrive.

### Role Description

- Own the full-funnel growth strategy across organic, paid, partnerships and referrals
- Set and hit clear OKRs for startup applications, newsletter and podcast audience, community growth
- Build dashboards to track CAC, LTV, activation and retention, report insights weekly
- Launch and optimize campaigns on X, LinkedIn, Google and relevant crypto communities
- Run lifecycle marketing across email, Telegram and on-site flows with tested drip sequences
- Drive SEO and content distribution with the content team, ship lead magnets
- Design and test landing pages and forms, run structured A/B experiments to lift CVR
- Spin up referral and ambassador programs, manage co-marketing and sponsorships
- Partner with investments and operations on event pipelines and founder sourcing
- Manage growth budget and vendors, negotiate placements and measure ROI
- Help with other ad-hoc fund activities when needed

### Requirements

- 3+ years in growth marketing at a VC, accelerator, SaaS, fintech or crypto company
- Strong analytics and experimentation skills, proficiency with attribution and UTMs
- Hands-on experience with paid acquisition and lifecycle tools, plus solid copy chops
- Portfolio of measurable wins that moved key metrics
- Experience in the crypto and blockchain space highly preferred
- Extremely detail oriented, able to manage complex timelines and own projects end to end
- Ability to work in a fast-paced startup environment and take initiative
- Ability to work on East Coast, USA hours

### Application

- If you are interested, please send an email with your resume and any other relevant information with the subject line of “[Growth Manager] Name” to [info@blocklayer.com](mailto:info@blocklayer.com)