

JOIN OUR TEAM

Growth Manager Visit our website beaconlayer.co

Full Time (Remote)

Firm Description

Beaconlayer 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@beaconlayer.co