

Product Marketer



Dapper

Phone :

Web :

Job Summary

Vacancy :

Deadline : Aug 31, 2024

Published : Jul 31, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

As our Product Marketer, you'll be at the heart of our campaigns, marketing activations, live ops, and community initiatives. You'll play a crucial role in developing and executing marketing strategies that captivate and grow our community, deepen user engagement, and drive the success of our products.

The role requires someone who takes charge in execution, will roll up their sleeves to help the products succeed, and will also be creative in testing and iterating quickly. You'll need to be a great communicator, a team player, have strong marketing and copywriting skills, and be obsessed with finding opportunities and strategies for growth.

What we'll accomplish together:

- **Campaign Management:** Lead the charge from conception through analysis, crafting impactful and creative campaigns that meet timeline constraints.
- **Data and Cohort Analysis:** Harness the power of analytics to track our success and optimize our tactics for unparalleled results, iterating continuously.
- **Community Building:** Engage directly with our vibrant community, building relationships that turn early users into strong, retaining community members.
- **CRM Management and Lifecycle Campaigns:** Own the full lifecycle of our customers, creating compelling offerings and promotions to target all cohorts uniquely.
- **Content Creation:** Collaborate with our content teams to develop compelling marketing assets for all our channels, from tweets to emails to in-app assets, and everything in between.
- **Sports Marketing Focus:** Primarily focus on sports marketing through NBA Top Shot and NFL ALL DAY, with opportunities to grow across our portfolio, including Disney and more.
- **Holistic Marketing Strategies:** Plan and execute holistic marketing strategies, starting from growth systems within the product itself, in addition to traditional marketing channels and strategies.

A little about you:

- A Bachelor's degree in Marketing, Business Administration, or related fields.
- 3+ years of marketing experience, with a portfolio that boasts successful digital campaigns.
- Unparalleled copywriting, communication, and collaboration skills.
- An obsession with driving impact and ownership.
- Thrives in a dynamic, ever-evolving landscape.
- Passionate about our products: NBA and/or NFL brands, products, and legacy, and Disney.

Bonus points if you have:

- Startup experience and the ability to take ownership in a fast-paced environment.
- Experience with sports marketing.
- Experience with mobile app marketing.
- Experience creating engaging, interactive experiences in gaming or live operations.
- Familiarity with blockchain technology, NFTs, or digital collectibles.
- Experience working with major brands, particularly in entertainment, sports, or tech.

Is this role for me?

- You're data-oriented with top-tier go-to-market strategy, product experience and instincts, and execution skills. You can move quickly and focus on converting new cohorts and creating additional growth levers week over week.
- You've operated highly social products, surfacing value propositions for target customers and building engaging communities around them.
- This job post gets you excited - you want the chance to take on an ambitious mission with challenging goals. You know the assignment is yours to take, and you're hungry for the opportunity to deliver the best work of your life. Good is not enough for you. You seek out greatness.

More about Dapper Labs:

If you enjoy working in fast-paced startup environments but also love the idea of working with the greatest IPs in the world, this is the place for you.

We're the leading company in the web3 space and sports collectibles, bringing NFTs to the mainstream. We developed CryptoKitties back in 2017 and later launched NBA Top Shot (with over \$3B in total transactions to date). Our portfolio of products also includes NFL ALL DAY, Disney Pinnacle, Miquela, and LaLiga Golazos. We're a team of humble and curious entrepreneurs, builders, and tinkerers passionate about demystifying blockchain technology and its potential to create change.

We've accomplished a lot so far, **but there's still much to achieve.** We went through a period of hyper-growth, hired too quickly, and have had to scale back to right-size our business to a sustainable size and reset our priorities to maximize impact. We recognize our Glassdoor reviews took a hit, so we're now rebuilding with strong culture setters across the organization. Nevertheless, we have one of the most passionate communities of collectors across our products, along with a stellar team helping us turn our vision into reality, one Moment at a time.

We affirm that we're strongly committed to making Dapper Labs one of the most impactful tech companies in the world, bringing our products to millions of fans, and focusing on longevity and benefits to our society, communities, and team members. We're gearing up for a transformational year ahead with exciting projects in the pipeline across our sports, entertainment, and innovation products.

We're very intentional about who we hire. We keep our bar high to bring in the best-performing team members. The best people will learn quickly, hit the ground running, prioritize well to create impact, and have what it takes to help us make Dapper Labs the best place in the world to work and multiply value creation. We have high ambition, high resilience, and humility to roll up our sleeves and do the work required to make that happen.

We value founder mentality and ownership, passion, impact, hustle, and resilience. We give our employees flexibility and great compensation packages, which also come with strong responsibility and expectation for impact. We have a simple and flat functional hierarchy, focusing on personal autonomy for business impact, and plenty of opportunities for professional growth.

Our values are not merely words written on a Notion doc - everyone at Dapper Labs is collaborative, inclusive, and passionate about developing and learning. You'll clearly feel our values day-to-day in nearly every single thing we do.

Join us and be a part of something special. **Let's shape the future together.**

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
