



## Head of Social Media

Based in sunny San Diego, the XYO Network is the world's first Proof of Location blockchain project. The company behind XYO Network is XY Findables, which was started in 2012 and has produced over 1 million Bluetooth and GPS hardware devices, which help customers find and keep track of their prized possessions, like their keys, purse or even their ADHD puppy who likes to take themselves on walks!

The lessons we've learned building a successful consumer IoT business has prepped us for the most exciting and ambitious chapter of our company's life: the XY Oracle Network ("XYO Network" or "XYO"). Ethereum-based smart contracts give the ability to utilize the blockchain and cryptoeconomic principles across countless industries and implementations. However, we currently don't have a decentralized and authoritative oracle to determine and verify location. The XYO Network solves this problem by creating a layered location verification service that is effective across many device classes and smart contract protocols. It's based on a set of novel cryptographic mechanisms, Proof of Origin and Bound Witnesses, which tie together the power of the blockchain and real world data collection into a system with direct applications today.

Oh yeah, and we were just featured on CNBC, too! (<https://youtu.be/Boiai8tWnhM>)

Please visit <https://www.xyo.network> to learn more.

Are you passionate about blockchain technology and its implications for our future? Do you love sharing knowledge, growing your skills, and working with great people? The XYO Network team is growing, and we are looking for extraordinary talent who enjoys building as much as we do. So if you are self-directed, enjoy autonomy in your work, and you are an excellent participant in a team, come join XYO Network today!

### **Responsibilities:**

As the Head of Social Media you will be responsible for managing all of XYO Network's social media platforms including Facebook, Instagram, Twitter, LinkedIn, Pinterest, Reddit, Snapchat, etc. This will include:

- Designing all pages and curating published content
- Developing relevant content topics to reach XYO Network's target customers
- Monitoring, listening, and responding to users while cultivating sales
- Conducting online advocacy and opening a stream for cross-promotions
- Developing and expanding community and influencer outreach efforts
- Managing efforts in building online reviews and reputation (including monitoring and responding to reviews accordingly)
- Becoming an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate

- Monitoring trends in social media tools, applications, channels, design and strategy
- Analyzing campaigns and translating anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns based on:
  - Audience Growth
  - Audience Profile
  - Audience Engagement
  - Content Reach
  - Engagement by Content Type
  - Response Rate and Quality
  - Negative Feedback

**Qualifications:**

- BA/BS in Business, Marketing, or related degree preferred
- 5+ years' of social media experience- growing online communities and developing social media campaigns with a proven track record of results
- Experience working with social media analytics, management and social listening tools
- Results-oriented with a track record of executing plans that deliver or exceed objectives/KPIs
- Creative thinker, with an ability to use both data and intuition to drive and influence decisions
- Analytical ability to translate data into actionable insights, must have solid understanding of social analytics and reporting
- Highly adaptable, driven, and resourceful with ability to excel in a fast-paced entrepreneurial environment
- Willingness to manage social postings around the clock
- Photography/videography experience a plus

**Extras**

- Work with a ruggedly handsome group of blockchain nerds
- Plus, benefits and stuff
- Like, free Coke Zero

*We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.*

If the above looks good to you, please apply directly to [careers@xyo.network](mailto:careers@xyo.network).