

Vacancy for Remote Sales and Marketing Officer (Cryptocurrency Product)

- **Position Title:** Sales and Marketing Officer
- **Department:** Sales and Marketing
- **Reports To:** Sales and Marketing Manager
- **Location:** Nigeria / Remote
- **Employment Type:** Full-Time

Job Summary

We are looking for a dynamic and results-oriented **Sales and Marketing Officer** to join our growing cryptocurrency platform. The ideal candidate will be responsible for driving sales, acquiring clients, and executing strategic marketing initiatives to promote our platform and services. This role demands a strong understanding of the cryptocurrency industry, exceptional communication skills, and a passion for digital finance innovation.

Key Responsibilities

Sales Responsibilities

Client Acquisition – Identify, prospect, and onboard new clients, including individual investors, institutional clients, and businesses, to expand the platform's user base.

Sales Strategy Development – Implement effective sales strategies to achieve and exceed revenue targets.

Relationship Management – Build and maintain strong relationships with clients, providing top-tier customer support and ensuring user satisfaction.

Product Expertise – Stay up to date with cryptocurrency trends, blockchain technology, and the platform's features to effectively communicate value propositions.

Sales Reporting & Analysis – Track sales performance, generate reports, and provide actionable insights for strategy improvement.

Marketing Responsibilities

Campaign Execution – Plan and execute multi-channel marketing campaigns (social media, email marketing, SEO, and paid advertising) to boost brand awareness and user engagement.

Content Development – Work with the content team to create compelling marketing materials, including blog posts, newsletters, and social media updates.

Community Engagement – Actively engage with cryptocurrency communities across forums, social media, and events to strengthen brand visibility and trust.

Strategic Partnerships – Identify and collaborate with industry influencers, thought leaders, and stakeholders to enhance brand reach.

Data-Driven Marketing – Monitor campaign performance using analytics tools, optimize strategies based on insights, and maximize ROI.

Qualifications & Requirements

Education & Experience

- **Bachelor's degree** in Marketing, Business, Finance, or a related field.
- **2-3 years of experience** in sales and marketing, preferably within the cryptocurrency, fintech, or financial services industry.
- **Proven track record** of achieving or surpassing sales targets.

Core Skills

- Strong knowledge of **cryptocurrency, blockchain technology, and digital assets**.
- Excellent **communication, negotiation, and interpersonal**

skills.

- Proficiency in **digital marketing tools** (Google Analytics, CRM software, social media platforms, etc.).
- Ability to work independently and collaboratively in a **fast-paced environment**.

Key Attributes

- Self-motivated, proactive, and **goal-driven**.
- Passionate about **cryptocurrency and blockchain innovation**.
- Strong **analytical and problem-solving skills**.

Preferred Qualifications

- Experience with **affiliate marketing** or **referral programs**.
- Familiarity with **regulatory frameworks** in the cryptocurrency industry.
- Knowledge of **SEO, SEM, and content marketing strategies**.

What We Offer

- **Competitive salary** with performance-based incentives.
- **Career growth opportunities** in the rapidly evolving cryptocurrency sector.
- **Flexible work arrangements** (remote work options available).
- A **collaborative and innovative** work environment.
- Access to **cutting-edge tools and resources**.

How to Apply

Interested candidates are invited to submit their **resume** and a **cover letter** detailing their relevant experience and why they are the ideal candidate for this role to; hr@globalclique.net, Please use "Remote Sales and Marketing Officer (Cryptocurrency Product)" as email subject.