



DXdao

Marketing/Narrative Builder

[DXdao](#) is a decentralized collective that builds and governs DeFi protocols. It was spawned in the spring of 2019; over 450 addresses have Reputation (REP), which is non-transferrable and governs DXdao. In May of 2020, DXdao launched a bonding curve fundraiser and issued the DXD token, which has a claim on profits from DXdao's products. DXdao's product suite includes Omen, a leading prediction markets platform, Swapr, a governance-enabled and multi-chain AMM with adjustable fees, and Mesa, a decentralized IDO platform.

DXdao is entirely on-chain. Everything from hiring decisions to product updates happen through its governance system, based on holographic consensus.

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DXdao's on-chain governance and transparent product management engage a small community of enthusiasts, but it needs a strategic mind to craft this into a cohesive narrative for the rest of the industry. Moreover, the three primary products (Omen, Swapr and Mesa) come with their own brand story. This role will need to develop an overarching narrative for DXdao and its products and execute on a content strategy to tell this story to the broader cryptocurrency space. This is a great opportunity to tell a story about a unique and storied project on Ethereum.

A Marketing/Narrative builder will:

- Work with the community and product teams to construct a narrative for DXdao and its products
- Execute end-to-end marketing campaigns, coordinating content creation and brand continuity
- Build and maintain relationships in the DAO/DeFi ecosystem to ensure brand-quality and penetration
- Be an advocate for DXdao, its products and the community

DXdao is looking for:

- A DAO/DeFi enthusiast who believes in the power of decentralization
- Someone who has helped build brands and tell unique stories in the past
- Experience managing marketing campaigns and working with internal and third-party resources to execute
- An independent, forward thinking person that can work across time zones and cultures

If interested, [send an email intro to Chris Powers](#).