


ABOUT SMARTLANDS

Smartlands Platform is developing a worldwide crowdfunding and brokerage Platform for tokenization of real economy assets by issuing asset-backed securities (tokens) using the blockchain technology. We create new exciting opportunities for both private and institutional investors as well as various businesses across multiple sectors of the real economy. The Platform users can establish an infrastructure for security token offerings based on our KYC/AML-compliant legal framework for enhanced investors' protection.

 The role is based in **Vilnius, Lithuania**.

To reward our employees for the great work they're doing we offer:

- Work at ambitious international startup
- Career and professional development opportunities
- A competitive compensation package



**PR and Content
Manager**

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop and execute PR strategy, including reactive communication, in various media channels and digital platforms worldwide
- Collaborate with global PR agencies on driving successful launches, press initiatives, and other awareness opportunities
- Be responsible for creating and planning PR campaigns, set and track main KPIs
- Build strong relationships with media and influencers
- Plan and handle special offline projects and events (industry meetups, conferences, investor meetings, etc.)
- Create content standards and develop a content strategy, lead continuous content audit and optimization
- Lead content planning & review meetings to ensure content accuracy and effectiveness
- Implement a system to effectively track, manage and report on all content requests

PROFILE OF THE SUCCESSFUL CANDIDATE:

- Bachelor's degree in Communications, Journalism, Public Relations
- 5+ years of relevant Public Relations experience, either at an agency or in-house
- Experience executing successful PR programs inc. digital media
- Excellent project management skills and strong attention to detail
- Work experience in the financial / investment / trade services industry, crypto-based is an advantage
- Able to identify tasks to be completed and move forward independently without prompting
- Excellent written and spoken English with great communications skills
- Ability to work in a fast paced environment
- Ability to multi-task in an execution-driven environment for maximum result



Don't miss an opportunity to join the most disruptive industry!
Kindly send your CV to careers@smartlands.io with "PR Manager" as the title.