



POSaBIT is a FinTech, working exclusively within the cannabis industry. We build solutions to create new and better financial services and transaction methods for our customers. We strive to bring cutting edge software and technology to the cannabis industry, so that all merchants can have a safe and compliant set of services to solve the problems of a cash-only industry. Our home base is just outside Seattle in Kirkland, WA. Ability to come into the office occasionally is preferred but not essential.

Top Reasons to Work with Us

- Our target markets are growing at 25X over the next three years.
- Being part of this new industry customers need our innovative solutions, making us uniquely positioned to capitalize on a once-in-a-lifetime market opportunity.
- We have an undeniable positive impact on our customer's business, providing tremendous value and solving critical pain points.
- We offer a fun, dynamic workplace staffed by passionate individuals who are committed to achieving something special.
- Your contributions will be visible and be impactful! Looking for an opportunity to shine?
- Proactivity and risk-taking are encouraged and rewarded.
- We are a high growth start-up without the chaos of trying to prove product-market fit, we've already nailed that. We've been around for seven years and have seen tremendous growth, now we just want to accelerate that growth with an investment in marketing.
- We work hard, but work is not our life. Craving your life back?

POSaBIT is seeking to hire a Director of Marketing, reporting directly to the CRO, to lead all Corporate and Product Marketing efforts. Opportunity for advancement available.

Role and Responsibilities:

- Lead Marketing, SEO, Sales Enablement, Product Marketing and overall communication
- Define and execute the overall marketing strategy.
- Create and expand market awareness.
- Drive lead generation.
- Contribute to developing messaging and positioning through detailed user research and product understanding.
- Engage Web3 community by designing world-class content, engaging with customers.

- Manage all aspects of product availability, from messaging to press to social media.
- Hands-on, you must develop actionable, data-driven insights to execute successfully, both product and marketing strategy. We are a small company, you need to be ok with rolling up your sleeves and drafting content while also defining/driving the overall marketing strategy.
- Work with outside contractors to develop and deliver content as needed.

What We're Looking For

- 5+ years' experience in a senior marketing role for a successful start-up or company
- 5+ years of relevant experience in Marketing or Product Marketing
- Experience planning and rolling out marketing campaigns, using accurate KPIs and tracking tools
- Experience in SMM and branding, a plus
- Experience in cannabis industry a plus