



# Job Offer: Newsletter Lord/Lady (Freelance)

## About the Company :

We're currently the biggest NFTs News website in monthly visitors. And our aim is to become the #1 media brand around this space.

**so to achieve that, we need a very strong Daily Newsletter 💪**

We are dedicated to supporting mainstream NFT adoption by making content fun & accessible: Learn everything about non-fungible tokens, including top NFT collectibles and the best Blockchain games.

**Our team is fully remote and works from anywhere in the world.**

## About the Role :

We're looking to hire a new team member who **can take ownership of our daily newsletter day2day and growth (revenue and subscriber count)**. Our own Newsletter swiss army knife!

Successful applicants will be someone that:

- is an **operator & doer**: aka looking forward to get his/her hands dirty, quickly test and implement from ideas (from others newsletter, the team or his/her own ideas) to success/many failures, is a no BS person and just get things done
- is a **go-getter**: aka not afraid to cold outreach hundreds of brands he/she would like to sponsor our newsletter, not afraid to connect with other newsletters owners to understand the best practices, doing coregistration with other newsletters/sites...
- is **analytical** (dont be afraid of pivot table!) and **can quickly change course** if data shows something is working or not. We are not in the guessing game or the "I think

this or that". With internet marketing, you have access to data, how many people clicked on your reader acquisition ads, how many people subscribed, how long do they stay subscribed and engaged, how many people clicked on your newsletter sponsored ads...so you may as well stop the guessing game and put stats in front of your ideas to validate them.

- **is able to talk to developers, writers, advertisers...**Your job will involve having to work with many different people. For instance, you need a landing page for your reader acquisition campaigns. Well, you will have to do a mockup and then go back and forth with developers team to make it a reality.

You will be assisted by one of our team member that is a NFT nuts and he/she will produce the content of the newsletter. That part you wont have to do but you will have to start seing what content works, what writing style keep readers engaged...so it will be many conversations with your writer.

For the right person this will be an **exciting opportunity to bring our newsletter to the next level in term of subscribers count and growth, monetization, set up paid user acquisition campaigns** and work closely with editorial manager, sales and founders. We kind of already have a game plan but execution is always the key.

You will be the captain of the newsletter business unit - and this is big business - just looks at the million of dollars MorningBrew, TheHustle, ... make every year! You will of course get a piece of the action for yourself.

Previous Newsletter experience is not essential but a big plus + you have to be passionate about growth, acquiring readers, calculating readers LTV ....

## Required Skills

- Years of experience are not the defining factor for us but in general we would expect at least 2 years of practical experience (growing newsletters, running performance marketing ads / direct response ads ...).

- Ability to build a deep understanding of a new domain
- Good spoken English for team communication
- Availability in CET (Central European Time) working hours for team calls or at least overlap for few hours
- Working within small focussed teams and able to give/receive feedback from the team

## Compensation / Payment :

- \$20/h + bonus/commission once revenue from sponsored ads and subscribers counts start really growing
- Full time: 40 hours per week (we are flexible on hours worked)
- Accepting proposals worldwide and can pay in any currency.

## To Apply :

Successful applicants will be hungry for the challenge, and want to build a newsletter that will be read by millions of people at some point.

Send an email to [jimmy@nftevening.com](mailto:jimmy@nftevening.com) with the subject of the email being "Newsletter Lord/Lady - application".

Send a resume + send us a **short video** where you answer the following questions:

- 1 - Tell me about something that you've built that you are proud of
- 2 - What newsletters do you read and why?
- 3- How many hours are you available per week?
- 4 - Give us 2/3 things you would change immediately on our current newsletter
- 5- Have you run ads in the past and on which platform?
- 6 - And very importantly why do you think you will be good for this role?

Successful applicants will be invited to have a video call with one of the founders.

Note:

- Add the phrase “Swiss Army Knife” at the beginning of your application and we’ll know that you paid attention until the end :)