Job Opening: Communications & Marketing

Location: Remote (Europe time zones preferred)
Type: Part-time / Freelance Contract
Start Date: Flexible

About Token Engineering Labs
We are a specialized design and engineering studio working at the intersection of economics, cryptography, and software. Our team supports Web3 protocols, DAOs, and ecosystem builders with rigorous mechanism and market design, system modeling, and token engineering. Clients rely on us to translate complex requirements into robust protocol architectures and sustainable economic systems.

We are looking for a Communications & Marketing Expert to take full ownership of our outward voice, narrative strategy, and market presence. You'll work directly with the founder and technical team to position Token Engineering Labs as a thought leader, attract aligned projects, and grow our brand visibility.

Responsibilities

Strategic Communications & Brand Building
- **Develop and refine the voice of Token Engineering Labs across all channels**
- **Craft messaging that articulates our unique value and technical expertise**
- **Maintain consistent branding in all public-facing materials**

Content Creation
- **Write and publish blog posts, articles, and case studies (with input from the team)**
- **Repurpose technical work and client insights into digestible content**
- **Manage content calendar, from ideation to distribution**

Social Media & Community
- **Plan and execute social media campaigns across Twitter, LinkedIn, Farcaster, etc.**
- **Grow and engage a community of followers aligned with token engineering, mechanism design, and protocol development**
- **Repost relevant updates, publish short-form content, amplify thought leadership from the team**

Marketing & Growth
- **Design lead generation strategies and funnel campaigns for inbound interest**
- **Coordinate partnerships, PR, podcast appearances, or conference exposure**
- **Create landing pages and newsletters using tools like Substack, Notion, Webflow, etc.**
- **Support outbound sales efforts with decks, one-pagers, and campaign assets**

Event & Presence Management
- **Coordinate conference participation**
- **Plan side events, meetups, and workshops in collaboration with the team**
- **Own logistics and promotional efforts for TE Labs presence at key events**

Ideal Candidate
- **1-3 years experience in marketing, communications, or brand in Web3, tech, or creative industries**
- **Excellent writing and editing skills; ability to translate technical work into clear narratives**
- **Strong understanding of Web3 culture, especially DeFi, DAOs, and protocol design**
- **Self-driven, organized, and capable of managing multiple channels and deadlines**
- **Comfortable working closely with technical experts, and independently turning ideas into content**

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