

Who We Are:

Woodstock is an Emerging Technology Investment Fund. With a small team of 25 and growing, we are deeply passionate about playing a key role in the development of the Web 3 ecosystem. With remote teams working across India, Dubai, US and Canada, our focus is beyond geographical boundaries.

About the role:

Woodstock is looking for a self driven full-time Chief Marketing Officer (CMO), to lead the branding, public relations, communication and marketing strategy & plans of the fund. As the CMO, reporting to the General Partner, you will own our WS brand, with the responsibility to design the overall marketing roadmap for the fund across media channels, leveraging your media relationships to build, strengthen and scale our brand globally with a focus on deep roots in India.

What will you do:

Brand & Positioning:

- Build and scale our WS brand as a strategic competitive advantage, building a brand of choice for investors and investees
- Shape and communicate our vision and mission
- Translate brand elements into plans and go-to-market strategies with a targeted audience approach

Communication & Public Relations:

- Leverage the Web 3 communities and media channels, including events, to strengthen our brand presence, creating visibility & thought leadership
- Build and execute a strong Communications Strategy & Plan, internally & externally
- Define our Value Proposition and work closely with the HR team to embed its elements to strengthen our culture
- Coach and prepare our WS leaders for external events

Marketing & growth for Portfolio companies:

- Set marketing goals and milestones, execute impactful marketing campaigns for WS on a global and national scale
- Advise individual investees, running programs, making connections & driving outcomes
- Plan, implement and manage marketing strategy
- Identify & work closely with agencies to execute on marketing plan

Scope includes Global, emerging technology and network of relationships

Job requirements and qualifications:

- 10+ years of experience in Marketing/ Brand/ Communication leadership roles.
- Should have led brands, campaigns & marketing strategies to drive outcomes
- Strong Communications background, Public Relations experience is a plus
- Prior experience in building and scaling a start up brand is preferred
- Relevant understanding of/ experience with CRM and SEO tools like Google Analytics, Google AdWords, HubSpot, WebTrends, Salesforce, etc.
- Self driven & passionate, with excellent communication and interpersonal skills
- MBA in Marketing, Management or similar relevant field preferred
- Some experience/knowledge of blockchain/VC/ Web 3 space is good to have
- Role will be based out of UAE (preferable)/ India, mostly remote working, in/outside country travel expected

Level: Senior Management