

Bitcoin Suisse is the Swiss crypto-native pioneer and trusted gateway to crypto asset investing. As the leading crypto service provider in Switzerland, we operate across the most relevant crypto exchanges and provide brokerage, custody, staking and other crypto-related services at the forefront of technical innovation. We are as dedicated to our clients as we are passionate about cryptocurrencies and the underlying blockchain technology. We make things happen and have helped to shape the crypto and blockchain ecosystem in Switzerland as a driving force in the development of the 'Crypto Valley'. Bitcoin Suisse is headquartered in Zug with offices in Copenhagen, Vaduz and Bratislava and targets (ultra-) high-net-worth private individuals and institutional clients.

Social Media Personal Brand Manager

We are looking for a crypto-native content and audience builder to help shape and grow the digital presence of our Group CEO. This is not a traditional social media role. We are seeking someone who already understands how influence is built in digital communities, has established credibility within the crypto ecosystem, and knows how to turn ideas, insights, and conversations into meaningful engagement.

You understand what resonates across platforms such as X and LinkedIn and have a natural feel for the narratives, personalities, and trends shaping the crypto industry. This is a unique opportunity to work side-by-side with our Group CEO while contributing to audience growth, content creation, and industry influence.

This is a unique opportunity to work side-by-side with a highly entrepreneurial Group CEO who actively embodies the mindset of innovation, ambition, and calculated risk-taking that has driven the company's success. You will gain unparalleled exposure to strategic decision-making, industry leaders, and the evolving digital asset landscape while having the freedom to bring your own ideas to life and make a tangible impact.

You will have the following responsibilities

- Build and engage audiences across digital communities
- Create content that resonates across platforms such as X and LinkedIn
- Create content that people want to read, share, and engage with
- Translate industry narratives into authentic and relevant content
- Work closely with the Group CEO to support their digital presence and influence
- Gain exposure to strategic decision-making, industry leaders, and the evolving digital asset landscape
- Bring new ideas to life and make a tangible impact
- Contribute at the intersection of leadership, influence, content creation, and audience building
- Help strengthen the Group CEO's presence within the crypto and digital asset industry

What you bring

- Strong content creation and channel management skills, with the ability to develop compelling, high-impact content across written, visual, and video formats
- Excellent copywriting skills and a sharp eye for visual storytelling
- Ability to translate complex industry narratives into relevant, engaging communications
- Deep understanding of how different audiences engage with content and what drives reach and meaningful interaction
- Proven experience building and managing a significant audience within the crypto, blockchain, or digital asset industry
- Strong personal network across the crypto ecosystem
- Demonstrated ability to create content that drives engagement, reach, and industry relevance
- Understanding of crypto markets, industry narratives, and culture

Personal Attributes

- Digital-native mindset with a strong understanding of how influence is built in today's online world
- Strong understanding of social media, community engagement, and content creation
- Proven ability to create content that captures attention, sparks conversation, and drives meaningful engagement
- Entrepreneurial mindset with a strong bias for action and willingness to experiment
- Crypto-native mindset with a genuine passion for the industry

- Exceptional written communication skills and an instinct for storytelling
- Ability to act with discretion and maintain strict confidentiality
- Comfortable operating in fast-moving and constantly evolving environments

What we offer

- **Expertise:** Work with crypto native experts
- **Culture:** Positive and supportive team culture that relies on common goals, ambitions and values
- **Activities:** Regular team events and activities
- **Ownership:** High level of autonomy and responsibility
- **Fitness:** Multisport Card
- **Location:** Office location in the new Bratislava downtown (Jurkovičova tepláreň)
- **Home Office**
- **Workation:** Enjoy the flexibility of working across designated EU countries, with up to 20 days a year to combine work and travel

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