Bitcoin Suisse

Bitcoin Suisse stands for premium crypto financial services for institutional clients, crypto foundations, family offices, asset managers, and high-net-worth individuals. Established in Zug in 2013 by crypto-native experts, Bitcoin Suisse today unites more than 200 professionals across Switzerland, the European Economic Area, the United Arab Emirates and Bermuda.

Digital Distribution Manager

As we continue to expand internationally, we are strengthening our global marketing capabilities with a clear ambition: to bring Marketing and Sales closer together and build a highly targeted, commercially driven approach to digital distribution.

We are looking for a **Digital Distribution Manager** who understands that reaching the right audience is more valuable than reaching the largest audience.

Your Role

As Digital Distribution Manager, you will develop and manage our digital distribution activities across international markets, with a strong focus on supporting Sales, relationship building, client acquisition and targeted marketing initiatives.
This is not a traditional Performance Marketing role.
We are not looking for someone whose primary focus is generating clicks, maximising impressions or running generic advertising campaigns.
Instead, we want someone who understands how to leverage digital channels, platforms, data and technology to reach highly specific audiences and create meaningful commercial opportunities.
Your role is to ensure that our content, expertise, events and commercial messages reach the right individuals, through the right channels, at the right moment.
You will work closely with Marketing, Sales and Relationship Management to develop digital distribution strategies that complement personal outreach, business development initiatives, events and relationship-driven client acquisition.
Our ambition is not mass marketing. It is precision distribution at scale.

You will have the following responsibilities

1. Digital Distribution Strategy

- Develop and execute a global digital distribution strategy tailored to Bitcoin Suisse's target audiences and business priorities
- Identify the most effective digital channels to reach high-net-worth individuals, family offices, external asset managers, wealth managers, institutional investors and professional intermediaries
- Build targeted distribution approaches for different client segments, countries and commercial initiatives
- Identify new digital platforms, communities, networks and distribution opportunities beyond traditional advertising channels
- Ensure that our market insights, research, investment expertise and commercial offerings reach relevant audiences
- Continuously test and optimise distribution methods based on audience quality, engagement and commercial relevance

2. Sales Enablement & Digital Outreach

- Work closely with Sales teams to support client acquisition and business development through digital channels
- Develop targeted digital campaigns that complement personal outreach activities and relationship management
- Support account-based marketing initiatives focused on selected companies, family offices, professional investors and strategic prospects
- Leverage platforms such as LinkedIn and other relevant professional networks to strengthen targeted audience engagement
- Support Sales teams with digital distribution strategies for prospecting, client reactivation, market entry and new business initiatives
- Coordinate digital touchpoints around direct outreach activities to improve awareness, credibility and engagement
- Help connect digital marketing activities with CRM data, sales pipelines and measurable commercial outcomes

3. Event & Conference Distribution

- Develop digital distribution strategies to support Bitcoin Suisse's proprietary events, roadshows and participation in international conferences
- Identify and reach relevant target audiences before events through carefully selected digital channels
- Support invitation campaigns, event promotion and targeted audience engagement in close collaboration with Sales and the Global Event Manager
- Create digital engagement strategies before, during and after events to maximise relationship-building opportunities
- Coordinate digital follow-up campaigns to maintain engagement with attendees and relevant prospects
- Support international Sales teams in activating local markets around events and business development initiatives

4. Content Distribution & Audience Development

- Develop distribution plans for Bitcoin Suisse's research, market outlooks, thought leadership, podcasts, investment insights and other marketing content
- Ensure content is distributed strategically rather than simply published across channels
- Identify the most relevant audiences, platforms and distribution formats for different content types
- Support executive visibility and thought leadership through targeted digital distribution
- Develop audience-specific campaigns for selected client segments and geographic markets
- Work with the Marketing team to adapt content and messaging to different digital channels and target audiences
- Build sustainable distribution mechanisms that strengthen brand awareness and commercial relevance among qualified audiences

5. Digital Channels, Technology & Innovation

- Manage and optimise relevant digital distribution channels, including LinkedIn, email, search, professional platforms and selected paid media opportunities
- Evaluate and implement digital tools that improve targeting, segmentation, distribution and commercial effectiveness
- Explore the use of AI, automation and data-driven workflows to make targeted distribution more effective and scalable
- Collaborate with Sales and Marketing on the integration of digital channels with CRM and sales enablement tools
- Identify opportunities to create scalable, personalised distribution without compromising the quality of communication
- Stay informed about emerging digital distribution technologies and innovative B2B marketing approaches

6. Performance Measurement & Commercial Impact

- Define relevant KPIs focused on audience quality, engagement, qualified leads and commercial contribution
- Measure how digital distribution supports Sales activities, events, outreach campaigns and client acquisition
- Analyse campaign performance and continuously optimise channel selection, targeting and messaging
- Monitor the effectiveness of digital activities across markets and client segments
- Provide actionable insights and recommendations to Marketing and Sales leadership
- Prioritise meaningful business outcomes over vanity metrics such as impressions, clicks or follower growth

What you bring along

- 3–5+ years of experience in digital marketing, digital distribution, growth marketing, account-based marketing or sales enablement
- Strong understanding of digital channels and their application in highly targeted B2B or premium client environments
- Experience with LinkedIn, professional audience targeting, email distribution, CRM platforms and digital campaign management
- Ability to develop audience-specific distribution strategies rather than relying on generic mass-marketing approaches
- Strong analytical skills and the ability to translate data into commercially relevant actions
- Understanding of how Marketing and Sales can work together to drive client acquisition and business development
- Experience with marketing automation, AI-powered tools and digital distribution technologies is an advantage
- Commercial mindset, creativity and a proactive approach to identifying new distribution opportunities
- Strong project management and stakeholder coordination skills
- Excellent communication skills and the ability to work across international teams
- Fluency in English is essential; German or other languages are an advantage
- Experience in financial services, wealth management, fintech, digital assets or premium B2B marketing is considered a strong advantage

Why join is - we offer you:

- The opportunity to build and shape a targeted global digital distribution function within an internationally expanding digital asset company
- A role at the intersection of Marketing, Sales, technology and business development
- Significant autonomy to explore new channels, tools and distribution approaches
- Close collaboration with international Sales teams, Marketing and senior management
- The opportunity to work with sophisticated client segments and highly specialised financial products and services
- An entrepreneurial environment that values commercial impact, creativity and execution over traditional marketing conventions
- The chance to redefine how a premium financial services company approaches digital distribution

What Success Looks Like

- Success in this role is not measured by how many people see our advertisements
- It is measured by how effectively we reach the right individuals, support our Sales teams, strengthen relationships and create meaningful business opportunities
- Our research reaches relevant investors. Our events attract the right guests. Our Sales teams benefit from targeted digital support. Our commercial initiatives gain visibility among the audiences that matter
- Digital distribution becomes an integrated part of our client acquisition and relationship-building strategy

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 (Jurkovi□ova tepláre□)
- **Home Office**
- **Workation:** Enjoy the flexibility of working across designated EU countries, with up to 20 days a year to combine work and travel

Apply now