



<https://fintechnews.ae/job/global-product-communications-lead-fintech-payments-at-binance/>

Global Product Communications Lead – FinTech, Payments

Description

The Product Comms Lead will work cross-functionally to support product PR campaigns, storytelling and announcements from ideation through to execution, grow the profile of the company with business/consumer audiences while also driving awareness of our growing presence in the global tech and financial ecosystem. This is a role for someone who wants to bring their product marketing and communications expertise to a fast-growing industry with lots of innovation.

This is a role for someone who wants to bring their product communications expertise to the fast-growing crypto and blockchain industry and be a pioneer in the FinTech, and Payments industry.

Reporting to the Global VP of Communications and the Global Director of Product Communications, this role will also include collaborating with marketing, product, compliance, legal and executive teams.

Responsibilities

- Drive storytelling and narrative development around Binance products
- Develop product messaging, proactive pitches, presentations, and thought leadership narratives for products built across the company
- Lead the proactive communications strategy for our FinTech and Financial Products
- Collaborate closely with cross-functional teams (Compliance, Product, Marketing, Legal) on coordinated campaigns, events, and product launches
- Serve as the day-to-day point of contact for all communications initiatives, Binance Pay, Earn Products, Custody and Institutional clients
- Create, execute and guide communications strategy for a wide range of launches, announcements, and major product communications initiatives to support strategic business objectives
- Select the best channels for executing product comms strategies ie. press releases, social media, blogs, and external & internal campaigns and external channels
- Manage and cultivate relationships with crypto, tech, consumer lifestyle and other mainstream reporters (both for earned & paid opportunities)
- Communicate complex technology in clear and concise ways to technical and non-technical audiences
- Work closely with marketing and product teams to develop written materials around key product launches, including company messaging and statements, communications plans

Qualifications

- Experience serving as a spokesperson on product issues
- Strong coordination and organization skills, and ability to meet deadlines
- Detail-oriented. Fast learner. strong writer
- Ability to convey complex ideas in a direct and plainspoken way

Hiring organization

Binance

Binance is the world's leading blockchain and cryptocurrency infrastructure provider with a financial product suite that includes the largest digital asset exchange by volume. Trusted by millions worldwide, the Binance platform is dedicated to increasing the freedom of money for users and features an unmatched portfolio of crypto products and offerings, including trading and finance, education, data and research, social good, investment and incubation, decentralization and infrastructure solutions, and more. For more information, visit: <https://www.binance.com>

Employment Type

Full-time

Job Location

Dubai, United Arab Emirates
Remote work from: Dubai, UAE

Date posted

5. July 2022

APPLY

- Keen interest and knowledge of FinTech, Payments, crypto & blockchain, including latest trends and coverage

Nice to have:

- In-house comms experience at a fintech or tech company
- Experience working with a product marketing team
- Previous experience working in media, journalism or PR
- Previous experience working in crypto is a plus

Job Benefits

- Do something meaningful; Be a part of the future of finance technology and the no.1 company in the industry
- Fast-moving, challenging and unique business problems
- International work environment and flat organisation
- Great career development opportunities in a growing company
- Possibility for relocation and international transfers mid-career
- Competitive salary
- Flexible working hours, Casual work attire