



Vice President of Investor Relations

Job Title: Vice President, Investor Relations

Reports to: Chief Executive Officer

Company Summary

BTCS Inc. (“BTCS”) is an early mover in the blockchain and digital currency ecosystem, and the first “Pure Play” U.S. publicly traded company focused on blockchain infrastructure and technology. Through its blockchain infrastructure operations, the Company secures disruptive Proof-of-Stake blockchains by actively processing and validating blockchain transactions and is rewarded with native digital tokens. The Company is developing a proprietary Staking-as-a-Service platform to allow users to stake and delegate supported cryptocurrencies through a non-custodial platform.

General Scope and Summary

BTCS is searching for a creative, resourceful, integrative thinker for an important role as the VP of Investor Relations. This individual will develop, implement, and manage BTCS’ investor relations and public relations strategies. The ideal candidate will create, plan, and execute both a comprehensive investor relations program and a public relations program across both traditional and social media outlets to effectively deliver corporate messages to key audiences in order to achieve BTCS’ corporate and strategic goals. The individual will also plan, coordinate, and execute investor roadshows, and group conference calls. The individual will manage the calendar of key events including investor conferences and industry focused events. The individual is expected to develop key communications strategies addressing both institutional and retail investor communities and shape cohesive communications plans. The individual will also need to manage IR and PR agencies engaged by the company as well as monitoring and building a social media presence across multiple platforms. The VP of Investor Relations will directly report to the Chief Executive Officer but will also need to work closely with other members of the senior leadership team.

Essential Duties and Responsibilities

To perform this job successfully, an individual must be able to perform the following:

- Lead the strategic planning, direction and execution of the IR/PR function at BTCS.
- Develop multi-year investor targeting and communication plans.
- Align key internal personnel to develop and manage the corporate communications schedule.
- Key point of contact to prepare the Senior Leadership Team for investor meetings, road shows, earnings calls, media outreach and other meetings.
- Communicate frequently, proactively, and reactively with institutional investors, research analysts, investment bankers, retail investors, social media influencers, and the press to articulate the strategy of and status of BTCS’ progress.



- Work productively and frequently with the Senior Leadership Team to understand the timing and impact of business events and develop key messaging and communications around these events.
- Draft and manage complex documents such as press releases, earnings releases, conference call scripts, Q&As, and corporate presentation materials.
- Maintain fact sheets and IR sections of corporate websites.
- Support SEC filings and development of annual report.
- Develop materials for Board of Directors meetings.
- Maintain active investor/analyst database of interactions with the financial community both retail and institutional.
- Provide accurate, consistent, and timely responses to all external inquiries from investors, stakeholders, and analysts.
- Extend the outreach of BTCS through appropriate use of multiple social media platforms.
- Conduct peer research, targeting, and quarterly updating of target lists.

Qualifications:

Education/Experience: The ideal candidate will offer:

- Bachelor's/Master's degree.
- MBA is a plus.
- Prior 5-10 years experience working in Investor Relations department, or similar environment.

Knowledge, Skills and Abilities:

- Excellent interpersonal skills, including ability to communicate clearly and concisely.
- Obsessive attention to detail, both in messaging and in written documents.
- Ability to understand and articulate complex ideas to external communities.
- Embrace our Core Values: Put People First, Do Big, Be Accountable, Grow through Learning and Change, and Work Fun.
- Knowledgeable and passionate about blockchain/cryptocurrency.
- Excitement about the vision and mission of BTCS.

Work Environment:

This is a high performance, high growth, fast paced, distributed start-up organization. The ability to get up-to-speed quickly, be productive and successful in an intense work environment is critical. Willingness and ability to travel as required.

Must thrive working in a fast-paced innovative environment while remaining flexible, proactive, resourceful, and efficient. Must have excellent interpersonal skills, the ability to develop important relationships with key stakeholders, good conflict management and negotiation skills, and the ability to analyze complex issues to develop relevant and realistic plans and recommendations. Must have a demonstrated ability to translate strategy into action, excellent analytical skills, and an ability to



communicate complex issues in a simple way and to orchestrate plans to resolve issues and mitigate risks.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.