

# STATE OF THE WEB3 JOB MARKET

Research Methodology

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## METHODS & RESULTS

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### **Introduction:**

The Web3 job market is evolving rapidly, reflecting the dynamic nature of blockchain and decentralized technologies.

To understand the Web3 workforce demands and hiring practices, we analyzed 2,540 Web3 job postings from October through December (Q4 2024). This analysis yielded a dataset of 48,260 data points, offering deep insights into industry hiring practices and workforce demands.

This report provides a detailed breakdown of the research methodology underpinning our findings, which are presented in the companion report: “State of the Web3 Job Market - Outlook for 2025.”

**Time Frame:** Data collection occurred between November 12th and December 30th, 2024.

### **Data Sources:**

Job postings in our dataset were collected from company-specific job boards on the following platforms: Web3.career, Cryptojobslist.com, LinkedIn, jobs.ashbyhq.com, boards.greenhouse.io, jobs.lever.co, jobs.solana.com, apply.workable.com, breezy.hr, jobs.ton.org, jobs.smartrecruiters.com, comeet.com, join.com, wellfound.com, applicantai.com, mira-search.ae, and blockchain.works-hub.com.

These job boards collectively represent a mix of global Web3 companies, startups, and decentralized organizations.

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### Data Points Collected

We extracted nineteen key data points from each job posting to ensure a robust analysis:

- Date Posted: October, November, or December.
- Employer Name: Name of the hiring company or organization.
- Job Title: Position being advertised.
- Industry Classification: Sector-specific categorization.
- Role Nature: Technical, Non-Technical, or Hybrid roles.
- Employment Type: Full-time, Part-time, Contract, Internship, or Freelance.
- Work Model: Remote, Onsite, or Hybrid.
- Company-Specified Department
- Custom Department Taxonomy.
- Experience Level: Entry-level, Mid-Level, or Senior.
- Country: Location details if specified.
- Specified Region (if any).
- Salary Disclosure Status.
- Minimum Salary.
- Maximum salary.
- Salary Midpoint calculation.
- Compensation Structure: Salary, Equity, or Token Incentives.
- Skills/Requirements: Specific qualifications or skills mentioned.
- Posting Source and URL: Original location of the listing.

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### **Employer's Industry Categorization:**

To identify trends in the Web3 ecosystem, we categorized companies into distinct sectors based on their core products or services. Industries covered include:

- Defi: Decentralized finance platforms.
- Fintech: Crypto financial technology solutions.
- Blockchain Infrastructure: Protocol developers and tool providers.
- Metaverse: Virtual and augmented reality ecosystems.
- DAO: Decentralized Autonomous Organizations.
- Cloud Services: Blockchain-based cloud platforms.
- Gaming: Blockchain-based gaming projects.
- Research & Analysis: Blockchain research and analysis.
- Security & Forensics: Blockchain security and forensics.
- Venture Capital.
- Crypto Exchanges.
- NFTs.
- Human Resources.
- Marketing.
- Media.
- Non-Profit Organization.
- Real Estate.
- Social.

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### **Custom Department Taxonomy**

Given the lack of a standardized departmental structure in Web3 companies, we created a custom taxonomy to categorize job roles into five primary departments:

1. Blockchain & Technical Development
2. Finance, Legal & Compliance
3. Marketing, Community & Growth
4. Product & Ecosystem Management
5. Security, Cryptography & Data Analysis

This taxonomy ensures clarity and consistency when analyzing roles within the Web3 workforce.

### **Classification of Job Roles**

To classify job roles using our custom taxonomy, we analyzed each job listing's responsibilities and requirements. In cases of overlap between multiple categories, we assessed the role's core focus to determine its primary classification.

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### Data Cleaning and Consolidation

Upon finalizing the dataset, we removed duplicate entries and cleaned the data. We consolidated closely related job titles to ensure analytical consistency. For example:

<b>Original Job Title</b>	<b>Consolidated Job Title</b>
Lead Blockchain Engineer, Senior Blockchain Engineer, Blockchain Solutions Engineer, Blockchain Engineer.	Blockchain Engineer
Business Development Lead, Business Development Executive, Business Development Professional, Business Development Specialist.	Business Development Specialist
Brand Marketing Lead, Marketing Lead, Growth Marketing Lead.	Marketing Lead

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### **Data Analysis:**

After data cleaning, we performed the analysis and extracted key statistics and insights presented in our report. Visual representations of the data, including charts and graphs, can be found at <https://metarficial.com/web3-job-market-2025/>

### **Contact Information:**

For access to the raw dataset or further collaboration, please get in touch with us at **[agbaghe@metarficial.com](mailto:agbaghe@metarficial.com)**