

# Junior Campaign Manager

31st May 2023

## Description of Role

The Junior Campaign Manager will work as part of Game If You Are's campaign management team and will be responsible for a range of marketing activities as well as managing a roster of client accounts.

Reporting into the Client Service & Delivery Director, and on a project-by-project basis to a Campaign Director, the Junior Campaign Manager will contribute to both the planning and hands-on delivery of marketing campaigns for a range of indie game clients, while also acting as the main point of contact for their roster of clients and representing Game If You Are in the wider world.

Whilst receiving support on a project-by-project basis from senior marketing staff, the Junior Campaign Manager will also receive regular mentoring and coaching as part of their wider professional development and support as a junior.

## Salary Range

£25,000 - 27,500 p.a.

## Typical Hours & Place of Work

36.25 hours per week, with flexible working (core hours of Mon-Fri 10AM-4PM).

Remote within the UK.

## Purpose of Role

- To coordinate the planning and delivery of exceptional marketing campaigns for a variety of indie game developers, publishers, and other partners
- To develop and maintain productive professional relationships with clients and lead them through the marketing process
- To contribute hands-on to a variety of marketing and PR activities, as well as commissioning freelancers and other third parties as required

## **Main Responsibilities**

### **Marketing Strategy & Campaign Management**

- On a project-by-project basis, work under the direction of a senior marketer to develop and deliver multi-channel marketing plans and campaigns.
- Provide creative and helpful marketing and PR consultation to clients where required.
- Deliver a number of key deliverables, including but not limited to: Strategy documentation, press releases, social media calendars, project reports, and creative briefs.

### **Project Management**

- Manage projects and ensure all work is delivered on time, in full, to budget, and to a high professional standard.
- Plan projects and balance your own workload to ensure that neither overtime nor additional spend is required to hit deadlines.
- Ensure projects are fully documented, tracked and administered according to company processes
- Negotiate services with freelancers and manage the delivery of the work commissioned

### **Client Management**

- Own a portfolio of client accounts as the first point of contact
- Responsible for managing relationships with clients, ensuring outstanding service delivery whilst balancing the clients' needs against the needs of the company
- Provide clear and precise updates and reports to clients

### **Miscellaneous**

- Act as a 'face' of Game If You Are, representing the company in the wider world (both online and at events)

## Person Specification

Experience & Qualifications	Essential / Desirable
1-2 years' experience in marketing or game adjacent roles	Essential
Experience working with stakeholders, such as clients, customers, partners or senior managers	Essential
Experience working in an agency environment	Desirable
Experience developing marketing strategies and plans	Desirable
Experience managing projects	Desirable
Experience working in remote teams	Desirable

Knowledge, Skills & Proficiencies	Essential / Desirable
Excellent and up-to-date knowledge of the video game sector	Essential
Broad and up-to-date knowledge of various PR and marketing disciplines	Essential
An exceptional communicator: an active listener, confident speaker and convincing writer, capable of inspiring and influencing others	Essential
Well organised, with a great eye for detail, and comfortable multitasking across several different projects	Essential
Calm, rational and resilient under pressure, with the ability to balance your own workload and manage your deadlines	Essential
A strong sense of ownership, comfortable being accountable for your own work and taking the initiative to solve problems	Essential
A good working knowledge of management theory, both project and client management	Desirable
A particular knowledge about and passion for the independent video games scene, with a history of playing and enjoying a range of indie games	Desirable
Knowledge of digital ad campaign processes and best practices, especially on platforms such as Google, Meta, Reddit & Twitter	Desirable
Knowledge of 'Influencer-led' content and marketing best practices, especially on YouTube, Tiktok and Twitch	Desirable
Proficiency with the Adobe Creative Suite of applications	Desirable