**Social Media Manager**

We are currently seeking a **Social Media Manager** to develop and execute engaging social media strategies to connect with our community. You'll have the opportunity to craft captivating content, build brand awareness, and drive user engagement across various platforms. This role is a full-time IN OFFICE position.

**KEY RESPONSIBILITIES**

**Social Media Management**
• Develop and implement a comprehensive social media strategy that aligns with the company's marketing goals and objectives.
• Manage and oversee all social media channels (e.g., Facebook, Twitter, Instagram, YouTube, Twitch, Reddit, etc.) to ensure consistent and engaging content.
• Create, curate, and schedule high-quality, eye-catching content, including posts, images, videos, and other media formats that resonate with the gaming community.
• Monitor social media conversations, respond to comments and inquiries, and actively engage with followers to build meaningful relationships and foster a positive online community.
• Stay up-to-date with industry trends, social media best practices, and gaming-related news to adapt the company's social media strategy accordingly.
**Email Marketing**
• Develop and execute effective email marketing campaigns to promote game releases, updates, events, and special offers to our audience.
• Manage the email subscriber database, segmenting audiences based on their preferences and behavior to deliver personalized and relevant content.
• Create engaging and visually appealing email templates, ensuring consistency with the company's brand identity.
• Track and analyze email campaign performance metrics, including open rates, click-through rates, and conversions, to optimize future campaigns and maximize engagement.
**Players Community Engagement**
• Work closely with customer support and customer success teams to address player feedback, concerns, and inquiries on social media platforms and via email.
• Plan and execute online events, contests, and giveaways to encourage community participation and interaction.
• Collaborate with influencers, gaming communities, and partners to expand the company's reach and brand awareness.
**Analytics and Reporting**
• Monitor social media and email marketing analytics regularly, extracting insights and using data to improve strategies and achieve KPIs.
• Prepare regular reports for management, highlighting campaign performance, audience growth, engagement metrics, and other relevant data.

**Requirements**

• Bachelor's degree in Marketing, Communication, or a related field.
• Proven work experience as a Social Media Manager or similar role within the iGaming industry.
• Strong understanding of popular social media platforms and their respective audiences.
• Proficiency in social media management tools, email marketing platforms, and analytics tools.
• Excellent written and verbal communication skills with a creative flair.
• Passion for gaming and a deep understanding of gaming culture.
• Ability to work independently, manage multiple projects simultaneously, and meet deadlines.
• A data-driven approach to decision-making and a willingness to adapt strategies based on performance metrics.

**Benefits**

● Exciting projects using cutting-edge technologies

● Collaborative and supportive work environment

● Competitive salary and bonuses

● Opportunities for career development, growth and advancement

● Fantastic company events

● Benefits including extended healthcare, dental care, vision care, and disability insurance

● On-site leisure facilities

● On-site parking