

Joboffer dated from 12/23/2022

## International Marketing Contractor

Field:	Marketing / PR
Type of employment:	Freelance
Entry date:	immediately
Zip Code / Place:	Remote
Country:	Germany

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### Company data

Company:	<b>Jackbox Games</b>
Street adress:	811 W Evergreen
Zip Code / Place:	60642 Illinois



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### Contact Person

Name:	Jennifer Philbrook
Position:	Director of People
Street adress:	811 W Evergreen
Zip Code / Place:	60642 Illinois
E-mail:	jennifer@jackboxgames.com



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### Job description

Jackbox is a medium-sized game studio (~70 people) best known for the Jackbox Party Pack franchise: a set of five social party games released every fall. Since 2014, our games--like Quplash, Drawful, and Trivia Murder Party-- have been featured on The Tonight Show with Jimmy Fallon, by Polygon, and in living rooms and finished basements across the world.



Over the last few years, we have had over hundreds of millions of users. And we have hard evidence that one of those users was Academy Award-winner Charlize Theron.



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You can learn everything you ever wanted to know about how our games work (spoiler: your phone is the controller!) and what we make at [jackboxgames.com](https://jackboxgames.com).

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The International Marketing Contractor will focus on growing Jackbox Games' audience in Germany. The person in this role will be charged with growing our digital presence in Germany through the development of Deutsche-language social media channels and consistent website and email content. The International Marketing Contractor needs to have their finger on the pulse of gaming and entertainment culture in Germany and help us identify content, partnerships, and events of interest that can help us achieve our growth goals.

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#### **Ideal candidates will have:**

- At least 3 to 5 years of relevant experience. This is not an entry-level position but you will have the support of a bigger marketing team.
- Experience with taking high-level editorial campaigns and producing cohesive content that translates into social media posts, blog posts, or email newsletters.
- Strong writing with a grasp of our humor and tone and the ability to localize that in Deutsche.
- Proficiency in key social media platforms and be able to demonstrate success with growing a following.
- An eye for detail and the ability to spot grammar and punctuation errors with ease.
- A love for researching current events or viral content and identifying opportunities for our brand to join the conversation. An ability to identify partnership opportunities is a major plus.
- Familiarity with online streaming platforms
- Proficiency in English

#### **Key metrics for the person in this role will be:**

- Growth in website traffic to key landing pages
- Growth in social media followers and email subscribers
- Development of organized and thoughtful proposals for experiential and event marketing opportunities (and assistance with their execution should we move forward)
- Growth in the number of German-based brand ambassadors in our roster
- Increase the amount of German-speaking streamers

#### **Responsibilities for the International Marketing Contractor will include:**

- Identify key social media channel opportunities and work with International Lead and Marketing Editorial Lead to turn an editorial calendar into a regular cadence of localized social media posts, blog posts, and email blasts.
- Conduct social listening on relevant gaming and entertainment brands and influencers in Germany.
- Engage with topical content on social media channels as a representative of Jackbox.
- Research key events or festivals in Germany that fit our target demographics.
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Work with the Jackbox marketing team to establish a presence at new and existing events by coordinating logistics and acting as a customer-facing representative of Jackbox at events as needed.

- Work with our international PR firm to support press demo days or interview opportunities in Germany.
- Work with the broader Jackbox Games marketing team to refine our go-to-market strategies for new localized product launches in Germany.
- Help answer German customer inquiries via social media or our support site as needed.
- Work with International Lead to recruit German-based brand ambassadors and assist with funneling them into our ambassador program.

**The details:**

- This is a part-time contract position. We anticipate 20 hours a week for 3 months with a possible option to extend 3 months.

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