



Marketing Coordinator

We are Velan Studios, an independent game developer focused on creating ground-breaking innovative game experiences across existing and emerging platforms. We continue to grow our world-class studio of passionate developers who can blow game-players away with work that is both innovative and unconventional.

We are currently looking to hire a seasoned Marketing Coordinator who will be a part of a scrappy team of marketers tasked with leading all external communication efforts at both the studio and product levels for Velan. With multiple projects that are being published with partners as well as self-published, there is plenty of work to be done. The ideal candidate is organized and extremely detail oriented. No day will be the same and the person will need to be flexible in their approach.

We strive to recruit candidates who align with our values and passion for being makers and players of our products.

Responsibilities

- Help plan and provide execution support for go-to-market plans and studio branding efforts
- Manage communications calendar that contains all upcoming marketing messaging and events
- Coordinate and execute first party digital merchandising efforts to communicate game updates to the player community
- Oversee creative asset pipeline, including managing timelines, tracking requests, and ensuring timely delivery for smooth execution of all marketing campaigns
- Write and implement in-game marketing messages for our titles
- Manage Twitch developer campaigns, including Twitch Drops planning and execution
- Support our Marketing team efforts across social and community platforms including Discord, Twitter, Twitch, and more

Requirements & Qualifications

- At least 2 years of experience in either a project coordination or marketing coordinator role, ideally within the games industry
- Excellent organization and communication skills, with strong attention to detail
- Experience working with multiple stakeholders, both internal and external
- An understanding of social media and community platforms, including Twitter and Discord
- Proficiency with Microsoft Office (Word, Excel, and PowerPoint) and Google Suite

Big plusses:

- Passion for games and knowledge of Knockout City
- Experience with Wordpress
- Basic Adobe Photoshop skills
- Familiarity with livestreaming, and comfortable on-camera

To apply for this position, please send your resume and cover letter to jobs@velanstudios.com. Be sure to reference the position you're applying for in the subject line.

About Velan Studios:

Velan Studios' mission is to create ground-breaking game experiences centered on new forms of play across both existing and emerging platforms. Velan Studios is an independent studio comprised of a diverse team of seasoned developers who have worked at various AAA studios like Vicarious Visions, Naughty Dog, Harmonix, Nintendo, Disney/Pixar, Toys For Bob, Avalanche Studios, Retro Studios and more. Velan Studios is based in Troy, NY.