



Associate Brand Manager

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 an Associate Brand Manager to join a scrappy team of marketers tasked with leading all external communication efforts at both the studio and product levels for Velan. This person will work closely with the Brand Manager and the rest of the Marketing Team to develop and execute marketing strategies and go-to-market campaigns for Knockout City.

The studio has multiple projects in development, so there will be occasional work on other titles or the overall Velan brand. As a member of a small team that covers a lot of ground together, the ideal candidate will be agile, creative, curious, proactive, and detail oriented, with an interest in gaming or entertainment media. No two days will be the same, and with any live game, this person will need to react to change and feedback and 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

- Work with Brand Manager and game production teams to develop and execute marketing strategy and go-to-market plans for studio titles
- Plan and create content to accomplish marketing goals, including videos, graphics, blog posts, events, and other forms of content marketing
- Write marketing copy for game website, paid advertising, product and feature announcements, events, and more
- Assist in planning events, from online-only tournaments to large gaming expos and trade shows
- Work with external partners to support esports plans across school, colleges, and professional competitive play
- Conduct analysis on performance of marketing efforts, and respond to this data by adapting marketing plans
- Support other marketing team projects, including social and community, influencers, livestreams, promotions, first party initiatives, and more.

Requirements & Qualifications

- 2-4 years of product marketing experience, ideally within entertainment media
- Bachelor's degree in marketing or related field
- Analytical skills, with great attention to detail
- Creative and innovative, with the ability to develop new ideas and unique approaches to problem-solving
- Experience working with multiple stakeholders, both internal and external
- Exceptional verbal and written communication skills
- Proficiency with Microsoft Office (Word, Excel, and PowerPoint)

Big plusses:

- Passion for video games, especially Knockout City
- Familiarity with graphic and video editing software
- Experience 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.