



Social Media and Community Guru

Are you a social and community-minded person with a knack for the creative and a touch of wholesome snark? Then you might be exactly who we're looking for! Velan Studios, the minds behind Knockout City and Mario Kart Live: Home Circuit are looking for a Community Coordinator to assist with day-to-day efforts for a growing, vibrant community.

What you'll tell your friends you do:

Make memes and hilarious videos of people getting hit in the face with dodgeballs. Chat on the internet all day with people as excited about this game as you are. Come to the rescue when community members have issues and help the development team understand the player experience.

What you'll tell your family you do:

Help engage and grow a community of players for a worldwide multiplayer cross-platform game, curate social and video content to educate, amuse and delight players, and ensure a welcoming community for all.

What you'll really do:

- Help foster and maintain a safe, welcoming, and fun environment for our game community by designing and creating engaging content in our brand voice and tone
- Assist with the launch of our TikTok and Instagram pages, grow our existing social platforms, assess, and make recommendations on expanding to new platforms. Work with Community Manager on cross-platform social media strategy and sourcing content
- Communicate directly with players, respond to inquiries, relay accurate information from the studio in a timely manner. Monitor social media trends in the games industry, make recommendations for future content
- Support community efforts by hosting streams, events, game nights, etc.
- Help collect data about player concerns/issues to affect positive change. Make recommendations to internal teams to prioritize features and bug fixes by providing meaningful feedback from a player perspective with development challenges & timelines being top of mind
- Keep Discord and other platforms updated with player-facing communication designed to improve the player experience
- Plan and execute events, giveaways, or other items that bring a smile to our players' faces. Reach out to influencers and prominent community members and maintain relationships

Skills and Requirements:

- You love video games and the communities that surround them.
- You've moderated a community before, ran a book club, or were the Guild Leader. Super bonus points if it was a competitive online multiplayer game.
- You know how to help gather people around a common cause or event, and you've got a backup plan ready for if it goes wrong.



- You're patient and kind in your approach, and you bring a positive, thoughtful approach to issues (or you're able to laugh it off when things go wrong). When catastrophe strikes, you keep a level head, don't panic, and think through your options before proceeding.
- You love social media and community platforms, including Discord, Reddit, Twitter, Facebook, Instagram, TikTok, and YouTube. You're quick to notice what kind of content works and gets players excited. You use your skills on them to entertain, inform and engage.
- You've got a keen eye for what content "just works," and how to apply that lens to content for the game. You've probably worked with a social media scheduling app like Sprout before, but you also know how to natively schedule content.
- You're comfortable on camera and running or assisting with Twitch streams. You're already thinking about camera angles and overlays to make it look pro.
- You're a strong writer, with a flair for being creative.
- This position requires full-time availability and may require some flexible hours.

Bonus Points:

You've got Photoshop and Adobe Premiere skills— you enjoy making graphics and/or short videos.

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.