



Associate Social Media 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 Social Media 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 Community 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:

- Design and create 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.
- Keep Discord and other platforms updated with player-facing communication designed to improve the player experience.
- Communicate directly with players, respond to inquiries, relay information from the studio in a timely manner. Speak clearly and confidently about changes and updates for our players. 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 and issues to affect positive change. Make recommendations to internal teams to prioritize features and bug fixes by providing meaningful feedback from a player perspective while still having an understanding of development challenges and timelines.
- 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.
- Help foster and maintain a safe, welcoming, and fun environment for our game community.

Skills and Requirements:

- 2-3 years social media experience (including, but not limited to, Discord, Twitter, TikTok, Facebook and YouTube) with an eye for what types of content will engage players



- Experience using a social media scheduling app, such as Sprout, Hootsuite, or equivalent, as well as the ability to natively schedule and monitor content
- Strong creative writing skills, editing skills, and ability to adapt a tone or voice to fit within brand guidelines
- Attention to detail, with strong time management skills
- Experience moderating an active online community
- Ability to express empathy, think through possible angles, and ultimately take a thoughtful approach to responding to issues (as well as the ability to laugh when things go awry!)
- Comfortable when appearing on camera, and running or assisting with Twitch streams

Bonus Points:

Familiar with Photoshop and Adobe Premiere

Additional Information:

This position requires full-time availability and may require some flexible hours.

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 is an independent studio comprised of a passionate and diverse team of seasoned developers. We are the creators behind Mario Kart Live: Home Circuit and Knockout City. Velan Studios' mission is to create groundbreaking game experiences centered on new forms of play across both existing and emerging platforms. Velan Studios maintains a team of both remote and on-site employees. On-site employees work from our office in Troy, NY.