

Freelance RPG Crowdfunding Marketing Manager

ProFantasy Software Ltd, a leading producer of map-making software for table-top RPGs, based in the UK, is seeking an experienced marketing manager to oversee the crowdfunding campaign for the latest version of our flagship software, Campaign Cartographer.

Start Date: mid-April – mid-May 2024 (exact dates to be confirmed)

Location: Remote, anywhere

Payment: \$30 an hour, with a post-crowdfunding bonus depending on the campaign's success.

Hours: 15 hours a week (flexible) with more hours during the campaign

Purpose of job

- Gather data about our existing and potential customer base and market.
- Devise and implement a marketing strategy to maximize net revenue from our crowdfunding campaign across multiple platforms, both in the lead up to the campaign and when it is underway.
- Manage and implement advertising on social media within budgets agreed with management, analyze their effectiveness and adapt the campaign accordingly.
- Work with management on creating suitable backer levels and messaging for the campaign.
- Identify new marketing opportunities and analyze the efficacy of existing ones.
- Create marketing graphics and social media images and videos using our existing art resources, commission new ones and maintain and cultivate our email list with targeted emails.
- Enhance our existing ecommerce newsletter, promotion and content.
- Work with journalists and bloggers to promote the campaign.
- During the crowdfunding, proactively adapt the campaign to increase revenue and backer satisfaction.

Knowledge and Experience

- Experience of previous large, successful crowdfunding campaigns.
- Knowledge and experience in the TTRPG industry.
- Experience of writing for digital platforms (optimizing SEO), in particular websites and e-communications.

- Knowledge of creating content for digital purposes including graphic and audio-visual assets.
- Knowledge of digital marketing and key trends in crowdfunding.
- Significant marketing experience across all channels.
- Good writing style and ability to adopt different tones.

Attributes

- Able to work independently and without supervision.
- Able to manage time, effort and resources between short-term tactical opportunities versus medium/long-term strategic opportunities.
- Deadline-driven and adept at balancing competing priorities and managing complexity.
- Good eye for design and detail.
- Experience of using data to provide insights, using analytics to assess success or suggested changes.

Skills

- A good working knowledge of Google analytics.
- Familiarity with Meta advertising.
- Solid Excel skills.
- Knowledge of Backerkit.
- Familiarity with adding content to Wordpress.
- This is a temporary freelance position, with the possibility of extension.

How to apply: Please email an expression of interest with your CV / resume as a PDF to Simon Rogers at profantasy@gmail.com by 12th April, including details of the crowdfunding campaigns in which you've been involved.

Direct any enquiries prior to your application to the same email address.

Deadline: Interviews to take place. Role will commence at the end of April, exact dates to be confirmed.