



Digital Marketing Manager

2CGaming is seeking a Digital Marketing Manager to manage marketing, advertising, and sales and to help executive team develop marketing strategy for tabletop and multimedia game publication.

The manager will be expected to develop and execute marketing strategy for the company as a whole and all products and projects the company pursues commercially. The manager should be fearless in communication of necessary budgeting, scheduling, and other identified conflicts, informing the project leads, team members, and other stakeholders as needed when such adjustments are required.

Job Details and Schedule

This position is a full-time, fully remote position with flexible working hours. The manager is expected to work a consistent schedule 40 hours weekly. The manager and company will discuss and agree on a schedule meeting the needs of both the manager and the company, and this schedule will be tailored to the manager's preferences.

Primary Responsibilities

- Develop and manage product marketing plan and execution for all active products and lines
- Develop and manage brand strategy and marketing plan
- Determine advertising budget and placement, incrementally improving ROI through metrics
- Ensure marketing communications are internally and externally coordinated, including the development and distribution of all marketing collateral
- Marketing automation, including list segmentation, social media coordination, and CRM
- Coordinate development of graphics, logos, and other marketing material in support of strategy

Additional Responsibilities

- Coordinate advertising and marketing freelancers, agencies, or other third parties as needed

About 2CGaming

2CGaming produces tabletop roleplaying game written and multimedia content as third-party developers for the industry's most popular game systems and for their own game systems, platforms, and presentations. A small, 100% remote-work company, 2CGaming has published more than a dozen books and products, primarily through crowdfunding efforts, since 2014. We are committed to raising the industry standard for tabletop roleplaying games. 2CGaming is an equal-opportunity, US-based employer.



Required Qualifications

- 3+ years' experience in digital marketing or similar role OR 1+ year full-time experience in digital marketing or similar role and related degree from an accredited post-secondary institution
- Prior experience in marketing development and product launch and deployment
- Experience with email marketing and associated platforms (MailChimp, Klaviyo, etc.)
- Experience with social media marketing (Facebook, Twitter, Instagram, etc.)

Preferred Additional Qualifications

- Experience marketing for crowdfunded projects
- Experience marketing in the tabletop RPG industry
- Experience in trade show marketing and coordination
- Previous full-remote work (freelance, full-time remote, etc.)
- Graphic design or logo design experience
- Experience with tabletop roleplaying games

Additional Requirements

- Able to perform work remotely from a home or office environment
- Must adhere to 2CGaming's standards of professionalism both online and in person
- Must be a US citizen authorized to perform work and be employed in the US
- Proficient in English

Compensation & Benefits

Annual Salary:	\$60,000 - \$70,000 USD, +10% possible annual bonus (company performance)
Sick Leave:	5 days annual (hourly increments)
Paid Time Off:	20 days annual (no set holidays, hourly increments)
Paid Sabbatical:	5 days annual, including some education expenses
Other Benefits:	401(k) match, health insurance options, fully remote



“The Small Print”

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand, walk, sit, and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is that of the employee’s remote work environment but may be requested to be reduced to low noise level to accommodate calls, meetings, or similar.

Note

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document represent the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.