

Junior Marketing Analyst

Tabula Games is a young game boards publisher that reaches gamers by using Kickstarter, a worldwide crowdfunding platform. At Tabula Games you will work in an international high tech environment helping the Marketing Team to envision, create, deploy and manage high profile crowdfunding campaigns. When a crowdfunding campaign goes live, we are under the spotlight reaching a worldwide audience of more than 100,000 users eager to see what we are showing them, with only a short timeframe to win them.

As a Junior Marketing Analyst you will analyze the websites and platforms we work on, and you will keep a really close eye to our competitors, market development and to all relevant statistics.

You will also translate data, numbers and insights into actions to support our company and the marketing team in their activities.

Requirements:

- Fluency in English (B2/C1): reading, writing, listening.
- Knowledge of Facebook Business Manager
- Ability to work with Google Analytics and love for numbers
- Competency in Google Suite (Docs, Sheets, Drive, etc.)
- Familiarity with Adobe Photoshop or equivalent

Preferred Knowledge of:

- Kickstarter or other crowdfunding platform
- Backerkit or other post-campaign management software
- Social media and online communities
- Web Advertising best practices
- Metric analysis and optimization testing best practices
- Internet culture and etiquette
- Pop-culture references
- The board gaming industry
- The gaming culture
- Crowdfunding campaigns best practices

Love for board games strongly appreciated, flexible office hours and a dynamic environment are part of our philosophy. Our office is located in Magione (PG).