

# Junior Marketing Specialist

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, with only a short timeframe to win them.

As a Junior Marketing Specialist you will engage with a passionate community of more than 6,000 international customers while working on multiple channels, from display ads to forums, blogs, news outlet, social media and influencers.

## Requirements:

- Fluency in English (B2/C1): reading, writing, listening.
- Knowledge of Facebook Business Manager
- Ability to manage online communities
- 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).