

Gameplatform Marketing Specialist

We are seeking a proactive Games Marketing Specialist with a strong grasp of general marketing principles, target group communication, and digital social media strategies. Whether you come as a full-time employee, freelancer, or agency partner, we value skills over the conventional employment model. Your experience in launching digital experiences (especially in platforms such as Fortnite and Roblox) and your ability to engage both the traditional creator and game creator communities will be key in developing best-in-class marketing plans.

You will work closely with our internal teams and external partners to design and execute campaigns that captivate the gaming community and drive brand engagement.

Responsibilities:

Research & Best Practice Development

- **Monitor Industry Trends:** Continuously scan the market for successful gaming experience marketing campaigns.
- **Analyze and Document:** Evaluate existing campaigns, understand the marketing techniques used, and document key success factors.
- **Develop Roadmaps:** Transform insights into actionable marketing roadmaps and toolkits tailored for DayZero.
- **Data-Driven Optimization:** Monitor campaign performance data to refine and adjust future marketing strategies.

Community Engagement & Influencer Collaboration

- **Identify Community Leaders:** Recognize and engage with influential community figures—players, streamers, builders, and creators—aligned with our target demographics.
- **Understand Audience Preferences:** Deep dive into the culture and preferences of gaming communities to ensure tailored and impactful marketing.
- **Foster Collaborations:** Initiate and manage collaborations with community heroes to maximize reach and engagement.

Campaign Production & Execution

- **Strategic Campaign Planning:** Lead the planning, production, and execution of integrated marketing campaigns across multiple channels.
- **Content & Channel Selection:** Identify the appropriate channels and craft content strategies that resonate with our audience.
- **Collaborative Execution:** Work with internal teams and external partners to bring marketing campaigns to life.
- **Performance Analysis:** Collect, analyze, and report on campaign data to assess effectiveness and inform future strategies.

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Qualifications:

Experience & Expertise:

- Proven track record in launching and marketing gaming experiences, (2-5 years) with demonstrable success on platforms such as Fortnite and Roblox.
- Strong foundation in general marketing principles, including target group communication and strategic content distribution.
- Hands-on experience in community marketing and influencer collaborations.

Analytical & Creative Skills:

- Ability to interpret campaign data, derive insights, and adjust strategies for improved outcomes.
- A creative mindset with the agility to adapt to the fast-changing dynamics of the gaming industry.

Collaborative Spirit:

- Excellent interpersonal and communication skills, with the ability to work effectively across diverse teams and with external partners.
- A proactive, solution-oriented approach with a passion for the gaming industry.

Welcome to DayZero!

DayZero is a gaming media company that creates and commercializes digital gaming experiences. We help brands become relevant to youth target groups by developing engaging campaigns across popular gaming platforms. Our partners include entertainment and sport IP owners, game/platform owners, and in-game creators. As we expand our gaming experiences in titles like Fortnite, Roblox, and Minecraft, we are looking for a talented marketing specialist to drive our campaigns to success.

For more info feel free to reach out to Tobias Egartner, +41 78 844 64 85 tobias@dayzero.gg or Jordi Roig, +45 31 31 62 80 jordi@dayzero.gg

Please send your application to jobs@dayzero.gg and please mark subject with “Gameplatform Marketing Specialist”