

MARKETING & SALES COORDINATOR

Basic Job Description

Create, roll out, and measure the impact of sales and marketing communications of all kinds. Command the attention of gamers, retailers, distributors, and influencers so they're aware of what's awesome about both new Atlas Games and Replay Workshop releases and our excellent backlist. Build and maintain the infrastructure for these communications. Imagine and craft compelling events that invite new and existing fans to fall deeply in love with our titles, which you can see at atlas-games.com

Key Skills

The person in this job must have these skills or characteristics:

- * A working understanding of marketing analytics -- online and otherwise -- and a willingness to insist that this information is collected, understood, and informs future efforts.
- * Understanding of how fans, retailers, distributors, and the media are different, and knowledge of how to talk to each of them differently.
- * Excellent writing, editing, and proofreading skills.
- * Solid ad design skills in Photoshop/Illustrator and InDesign, or Affinity 2, and a good aesthetic sense you can explain in concrete terms other than "I know it when I see it."
- * A keen understanding of the social media landscape, both current and evolving.
- * First-rate event management skills.
- * A bulletproof personal system for managing tasks and responsibilities.
- * An unimpeachable work ethic.

Other Skills

Applicants with these skills have an even better chance of being hired:

- * An aptitude for managing both upwards and sideways inside an ersatz org chart.
- * Experience in video production, editing, and streaming.
- * Experience running Kickstarter crowdfunding campaigns.
- * Experience running Facebook ad campaigns.

- * Experience using Shopify and website CMS back ends.
- * Interest in sustainability and environmental initiatives.

Job Responsibilities

These are the core responsibilities of this position:

- * Craft marketing plans for new game releases that focus on value, rather than just spending cash or following the crowd. "Value," here, means both value for our fans and partners, and value for our investment of time, attention, and money. Own the roll-out of these plans, doing the work where able, and enlisting technical or other aid where appropriate and possible.
- * Actively manage and collaborate on Kickstarter campaigns, including hands-on outreach, communication, advertising, and coordination tasks.
- * Solicit new games via communications with distributors and retailers, and support those in-channel sales efforts with copywriting and editorial feedback..
- * Determine which backlist games will benefit from marketing attention; conceive, roll out, and measure campaigns that provide it.

Additional Responsibilities

All employees at Atlas Games are sometimes called on to:

- * Perform routine office cleaning and maintenance.
- * Assist with packing and shipping in "emergency" situations.
- * Attend conventions and events to promote Atlas products.

Scope, Pay, and Location

This position is available as part-time OR full-time hourly with an IRA plan (matching), dental insurance, and paid time off. On-site or optional hybrid position, located near Duluth, Minnesota. Candidate must live within easy driving distance. Pay is commensurate with skills and experience, but we anticipate a pay range between \$18–21/hour, with the possibility for a truly phenomenal candidate to earn somewhat more.

To Apply

To apply, attach exactly one PDF document to your email and send to jenae@atlas-games.com. It should include both your cover letter and your resume, as well as one to three pages of samples of your advertising/marketing work. Also include links to crowdfunding campaigns you've been involved with, and a description of your roles in them. The file's name should be `lastname_firstname.pdf`

Use the subject line "Marketing Application" for your email, and assume that only the PDF (and not the body of your email) will be seen by decision-makers.

About Atlas Games

Atlas Games is a publisher of award-winning card games, board games, and roleplaying games, located in Proctor, MN. Our first release was in 1990, making us one of the most reliable hobby game publishers in business. Replay Workshop is our line of recycled plastic game accessories. Find out more about us at atlas-games.com and replayworkshop.com.