

## Marketing and e-commerce intern in a fast growing history card based auto-battler game

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Company: Jobly.fi

Location: Denmark

Category: business-and-financial-operations

### **About us**

*Welcome to GAMUCATEX – the indie startup fueled by a burning passion to weave history into enchanting gaming experiences! While our heart is in Copenhagen, our diverse team spans the entire globe. We are passionate about history and games, and you'll definitely have the opportunity to learn everything you're willing to know with us. We thrive on collaboration, creativity, innovation, and pure passion. Always ready to lend a hand, we're dedicated to crafting games that resonate and invite you to cozy up for a hygge-filled evening of entertainment. Join us on this epic journey where gaming meets history!*

### **About our game**

*Tectonicus: on the edge of war, synthesizes mechanics of turn-based strategies, auto-battlers and card games. To succeed, you are to use strategic thinking when placing heroes, commanders and units on the board, as well as building synergic decks that emphasize each faction's unique strengths.*

*Apart from online and local PvP battles, Tectonicus will be featuring a full-scale story mode. The player will be called to restore the historical truth lost in contradicting accounts and theories, rewritten history and scholars' disputes, by reincarnating significant battles and living through them as warlords, across centuries.*

### **About your department**

*You will be joining the Business-development department which is responsible for overseeing and executing all the commercial and organizational tasks in the startup. These*

*can range from everything to acquiring funding, planning the G-2-M-strategy for our game, collaborating with external business partners, setting up user-studies and SoMe campaigns etc.*

### **About the job**

We need new team-members who can plan and execute our promotional campaigns, this includes SoMe campaigns, physical promotional campaigns, collaboration with content creators etc. we also need team-members who can oversee our e-commerce activities as our game is planned to be digital release. We are also beginning to collaborate with external events and festivals so team-members who can oversee that as well are welcome as well.

### **Responsibilities:**

Depending on your profile, whether you are a SoMe specialist or or a more general marketing strategist, your tasks can involve

Setting up a timeline for regular SoMe posts and other digital promotional content, and then executing it.

Create content for our social medias that can increase awareness our company and video game.

Be present at physical event and take pictures that can be used for promotional material.

Plan strategies for our marketing and help executing it.

Scout content creators that our company can collaborate with, and take contact with them through “cold calling”. You will then have to act as liaison between them and our company.

Managing our store websites and ensure that customers can easily access our most recent demo builds for our game.

Stay aware of external physical events and venues where we can show our game off.

### **About you**

*You have either graduated from or are currently studying in a commercially oriented*

*education and have solid understanding of how to plan out a marketing strategy and or social media campaigns. You are a hustler by heart, and understand how to take advantage of opportunities for showing off our game or company in a way that will resonate with our target audience.*

*You are also a teamplayer who is able to collaborate across fields of expertise and pitch in with your own knowledge. Our team consists of both game developers, designers, creatives, business developers and historians. It is also an advantage if you have the will to put yourself forward and help with collaborative projects like applying for funding and setting up events to show our game off. As we are a so-called indie developer making a videogame it is an advantage if you have knowledge or an interest in these types of products.*

### **Skills & Requirements**

You are either studying a bachelor, master degree or similar with a focus on business, marketing and or e-commerce. Alternatively, you have existing experience with social media campaigns

*You can communicate effectively in English as that is our company language*

You are comfortable in using social media platforms like LinkedIn, Instagram, Facebook etc.

You understand the digital customer journey and can help design the funnel for online users.

*We don't expect you to have experience from the video game industry, but a basic knowledge of videogames as a product is a plus.*

### **Details**

The position can either be onsite, hybrid, or remote, full-time with some flexibility. As we are currently seeking funding, the **position will be unpaid** but can contribute to an internship. Our offices are located in three locations: Copenhagen at Amager/Nørrebro and Frederiksberg.

### **What we offer you (And perks)**

*Comfortable Workspace: Equipped office space with board games, docking stations (computer not provided), and a tea kitchen with free coffee/tea.*

*Dynamic Learning Environment: Immersive, creative workspace within an entrepreneurial ecosystem alongside other startups. Handcrafted onboarding day and process for a seamless team integration.*

*Flexible Work Arrangements:*

*Liberal holiday, sick leave, and childcare days.*

*Menstrual and menopause leave.*

*Remote work options for a healthy work-life balance.*

*Breaks for recreational activities, including game sessions.*

*Career Support and Development: Time off for training and career growth. Involvement in organizational improvements, processes, culture, policies, the work environment and beyond.*

*Challenging but Collaborative Atmosphere: Engaging position within an interdisciplinary global team. A workplace with high satisfaction among the team members and where it is okay to ask for help as there are no stupid questions. Varied and stimulating challenges with no two days alike. Recognition – your work is showcased in your portfolio and our games are enjoyed worldwide.*

*Community and Team Building: Corporate events and team-building activities.*

*Supportive, friendly team fostering a creative playground where experimentation is encouraged.*

*At GAMUCATEX, we are devoted to cultivating a diverse and inclusive workplace. We value the unique perspectives, experiences, and talents that each team member brings. Our commitment to an inclusive recruitment process ensures equal opportunities for all applicants. We encourage individuals from all backgrounds, cultures, and walks of life to apply. Join us in fostering a workplace where everyone feels welcomed, respected, and empowered to contribute their best.*

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