

The ideal candidate will have a thorough understanding of the brand voice, community, social media platforms and have a strong passion for gaming, storytelling, and marketing. Additionally, this candidate will need to be highly organized and comfortable with a fast-paced environment. This role is highly cross functional and collaborative, and will help to serve as the voice of titles to players across the world

KEY RESPONSIBILITIES

- Help to develop and implement social media campaigns for Call of Duty: Mobile's global channel.
- Take on a consumer marketing mentality in the development of social creatives and concepts to ensure all assets deliver on strategy.
- Help with creative ideation and development for social campaigns to support key marketing initiatives, working with both internal and external partners.
- Work collaboratively with cross-functional teams to understand product updates and identify marketing priorities
- Work with internal and external team members to facilitate the delivery and approval of assets on time and according to brief
- Routing of legal approvals of marketing creatives.
- Responsible for creative briefs, social copywriting, and scheduling content across all platforms.a
- Experience with social media scheduling and listening tools (CRM). Sprinklr and Opal preferred.
- Able to help compile social metrics and work with Social Media Manager on analyzing content performance and creating performance reports.
- Maintenance and upkeep of social calendars and scheduling.
- Comfortable with interacting with the community while adhering to the brand voice of Call of Duty: Mobile
- Create and handle work back schedules from launch dates in marketing calendar to ensure on-time delivery, providing updates as required

QUALIFICATIONS

Required

- Bachelor's Degree in Marketing or related field
- 2+ years relevant social media experience or related internships.
- Experience in social media reporting tools, such Sprinklr, Tubular and native platform analytics.
- Ability to handle multiple projects simultaneously and prioritize demands
- Cross functional teammate, with strong verbal and communication skills.
- Self-starter and motivated to work within a fast-paced environment.

- Direct experience in gaming or very thorough knowledge and passion for gaming
- Excellent organization and communication skills
- Knowledge of Microsoft Office suite and Google Workspace apps
- Knowledge of Adobe Creative Cloud a plus.
- Basic knowledge of Jira, Monday and 3D software is a plus.