



Social Media Marketing Manager

Job Description

Reporting to the CMO, the Social Media Marketing Manager will be responsible for our social and free-channel marketing initiatives. You will be tasked with building and maintaining a strong community of new and established players by generating and repurposing content, and encouraging community members to join the conversation. You will identify social influencers and encourage them to spread the word about our free-to-play casino-style games, and prospect for potential brand advocates and partners.

- Actively participate in a wide variety of social media activities such as blogging, forum administration, community development and management, social bookmarking, commenting, generating backlinks and content for SEO.
- Build robust communities of players internally, and with our client partners. Engage in the organic development & growth of the various communities & social media activities across internal and client sites
- Actively optimize social media content for SEO
- Work with external PR resources to leverage the impact of social media and SEO programs
- Work with our tournaments/promotions team to maximize the ROI of our promotional investments through word of mouth promotions, online review sites and special interest blogs
- Original content creation and editing existing content
- Curate creative and compelling images and video posts to support branded social properties.
- Lead Web 2.0 initiatives: encourage the development of member-generated content
Be an engagement evangelist.
- Responsible for day-to-day administration of social media monitoring/listening/measurement initiatives, including execution of listening, processing and summarizing of data
- Design and manage programs to increase K-factor and frequency of play.

Desired Skills & Experience

- Degree in Journalism, Communications, PR, Marketing or Business
- Experience with social and casual gaming a plus
- 1-3 years experience as a Social Media Community Manager
- Excellent written & verbal communication skills.
- High level of accuracy & attention to detail.
- Strong sense of community ownership & pride in work.
- Social media marketing and social networking tools power user
- High level of commitment to ensuring a positive experience for players at all times- days,



evenings, overnights, & weekends.

- Friendly, diplomatic, & imperturbable with the willingness & desire to take initiative
- Experience setting up a variety of different social channels online
- Adept at SEO and web analytics
- Ability to produce results in a fast paced environment
- Strong work ethic, highly motivated, high level of energy and passion
- Strong sense of ownership over your work and results

To apply, please email jobs@zenentertainment.com and put the position for which you are applying in the subject line.