

Job Title: Content & Community Management Consultant – Bananagrams Inc Games Portfolio

Reports To: Marketing Director

Role Type: Single Contributor (no direct reports)

Scope: Part-time – approx. 10 hours per week

The Content & Community Management consultant will lead all aspects of our digital content creation, scheduling and community management. They are the voice of the brand through social media and must understand how to apply our brand strategy and personality to all consumer facing content platforms.

### **ESSENTIAL FUNCTIONS**

- Creation and execution of all social media efforts across all channels
- Work in conjunction with Marketing and Design teams on social media creative development and execution.
- Build promotional pages for social media promotions on all platforms
- Remains updated on industry and social media trends, communicate them to the team, and apply them to the business
- Attract addition social media audience and increase followers
- Publish content 2-3/weekly (posts)

### **REQUIREMENTS AND QUALIFICATIONS**

- Minimum 3 years of experience in a marketing/social media role with a history of results
- Must be a skilled agile video content creator
- A demonstrated communicator with the ability to ensure brand consistency in how we express the brand through our advertising and online presence, products and messaging
- Excellent creative writing skills and verbal communication skills
- Project management skills including the ability to organize and manage multiple projects simultaneously
- Self-motivation to work independently and the ability to work creatively as a part of a dynamic group
- Bachelor's degree in marketing, advertising, or related field or equivalent work experience
- Toy/game industry knowledge is a plus

### **TECHNICAL SKILL**

- Proficient in Microsoft Office Suite