



BONFIRE GATHERING

Igniting passion and growing the game ecosystem in Thailand.

Job Description

Job Title: Marketing Associate (Junior to Senior)

Location: Rama 3, Bangkok

Reports To: Marketing Lead

Job Type: Full-Time

About Us:

BONFIRE GATHERING is a new and dynamic player in the game industry, led by Oat Pramote Pathan, committed to delivering immersive gaming experiences to Thai players. We are dedicated to fostering innovation and creativity in the world of gaming. At BONFIRE GATHERING, we value passion, teamwork, and a relentless pursuit of excellence.

We are currently seeking talented and enthusiastic individuals to join our team and contribute to our mission. If you're passionate about gaming and eager to be a part of an innovative and dynamic company, we encourage you to explore the exciting career opportunities with us. Join us in creating memorable gaming experiences and pushing the boundaries of what's possible in the gaming industry.

Job Summary:

As a Marketing Associate at BONFIRE GATHERING, you will be responsible for overall communication planning in social media, management of Key Opinion Leaders (KOLs), and working alongside graphic designers and video editors by providing creative briefs. Your role plays a crucial part in driving player engagement, enhancing brand visibility, and creating impactful marketing campaigns.

Key Responsibilities:

Social Media Planning

- Develop and execute social media communication plans to engage and retain players.
- Coordinate with the product team to align in-game events with marketing efforts.
- Ensure that in-game events complement marketing campaigns and enhance player engagement.



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- Create content calendars and posting schedules to maintain a consistent online presence.

KOL Management

- Identify and collaborate with Key Opinion Leaders (KOLs) and influencers to promote our games.
- Establish and maintain strong partnerships with KOLs for effective game promotion aligned with in-game events.

Creative Briefing

- Work closely with graphic designers and video editors to provide creative briefs for marketing materials.
- Ensure that creative assets align with marketing strategies and goals.

Creative Idea Generation

- Think creatively and generate innovative ideas for marketing campaigns and materials.
- Develop concepts that engage the gaming community and enhance brand visibility.

Campaign Execution

- Assist in the execution of marketing campaigns, including online and offline initiatives.
- Monitor campaign performance and provide feedback for optimization.

Qualifications:

- Bachelor's degree in marketing, communications, or a related field, **fresh graduates are welcome.**
- Proven experience in social media communication planning, KOL management, or marketing.
- Excellent communication and interpersonal skills for collaboration with cross-functional teams.
- Strong organizational and project management skills.
- Creative thinking and the ability to provide clear creative briefs to design and video teams.
- Passion for gaming and a deep understanding of games in different genres in a plus

Why BONFIRE GATHERING?



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At BONFIRE GATHERING, we offer an exciting and dynamic work environment where your passion for gaming is highly valued. Join us and be part of a small and agile team that creates memorable gaming experiences for players in the Thai market. Shape the direction of our games and make a significant impact in the gaming industry.

If you are ready to take a role and you are excited about shaping the direction of our games for Thai players, **apply today by sending an email to career@bonfiregathering.com with your resume attached. Please include your expected salary in your application.** Join us and be part of a small and agile team that creates memorable gaming experiences for players in the Thai market.