



BONFIRE GATHERING

Igniting passion and growing the game ecosystem in Thailand.

Job Description

Job Title: Marketing Associate (KOL and Partnership Management)
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 (KOL and Partnership Management) at BONFIRE GATHERING, you will be responsible for developing and executing influencer marketing strategies, working with gaming and non-gaming influencers to enhance brand visibility and engagement for our games. This role involves managing budgets, building relationships with KOLs across platforms like YouTube, TikTok, and Facebook, and creating tailored content that resonates with diverse audiences. You'll oversee campaign execution from start to finish, tracking key metrics and using data-driven insights to optimize performance. Your creative vision and strategic thinking will ensure impactful collaborations that align with our marketing goals.

Key Responsibilities:

KOL Strategy and Budget Management

- Manage the budget for influencer partnerships, allocating resources effectively based on tier of influencer, platform reach, and expected target.



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- Create and execute comprehensive KOL strategies that integrate influencers from both gaming and non-gaming spaces, tailoring content for different audience segments.

KOL Management

- Identify and collaborate with KOLs and influencers to promote our games.
- Establish strong relationships with both gaming and non-gaming KOLs (influencers, streamers, content creators, PR, cosplayers) across platforms such as YouTube, TikTok, and Facebook.
- Handle negotiations and contracts, ensuring cost-effective collaborations that meet the company's marketing objectives.

Creative Idea Generation

- Think creatively and generate innovative ideas for marketing campaigns and materials.
- Develop personalized concepts that resonate with each KOL's unique style, ensuring tailored content that feels authentic and engaging to their audience.
- Enhance brand visibility by aligning KOL-driven campaigns with specific game themes, community interests, and fan feedback, delivering experiences that captivate both gaming and non-gaming audiences.

Campaign Execution and Reporting

- Oversee the execution of KOL campaigns from start to finish, ensuring that timelines, budgets, and deliverables are met.
- Track key performance metrics (CPM, CPV, etc.) and analyze campaign results to evaluate effectiveness.
- Use data-driven insights to optimize future campaigns, making adjustments to maximize reach, engagement, and ROI.
- Regularly report on campaign performance and deliver recommendations for continuous improvement.

Qualifications:

- Bachelor's degree in marketing, communications, or a related field.
- At least 1 year in influencer/KOL management, with experience in both gaming and non-gaming influencers. Preferably from an agency setting, with hands-on experience



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managing influencer campaigns across multiple platforms, including YouTube, Facebook, and TikTok.

- Proven experience in KOL management, budget management, and planning.
- Knowledge of Gaming Industry: Deep understanding of gaming influencers, trends, and communities, along with familiarity with non-gaming KOL markets.
- Creative Mindset: Strong ability to develop creative campaign concepts and align them with influencer styles.
- Excellent skills in managing relationships with influencers and negotiating mutually beneficial agreements.
- Excellent communication and interpersonal skills for collaboration with cross-functional teams.
- Strong understanding of TikTok trends, platform dynamics, and the ability to leverage short-form video content for marketing purposes.
- Strong organizational and project management skills.
- Proficiency in both Thai and English.
- Passion for gaming and a deep understanding of games in different genres is a plus.
- Get-it-done attitude with a result-driven approach.
- Experience with using AI tools to streamline workflows, generate ideas, and enhance overall marketing effectiveness is a plus.

Office Location and Hours:

- Yan Nawa, Rama 3, Bangkok (BRT Wat Dan) – Parking available
- 10:00 AM - 7.00 PM, Monday to Friday (Onsite)

Why BONFIRE GATHERING?

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



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