



## **BONFIRE GATHERING**

*Igniting passion and growing the game ecosystem in Thailand.*

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### **Job Description**

**Job Title:** Marketing Associate (Senior Associate)

**Location:** Rama 3, Bangkok

**Reports To:** Product Manager

**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 Senior Marketing Associate at BONFIRE GATHERING, you will lead strategic marketing efforts across game communication channels, focusing on high-level campaign planning and brand positioning. You will oversee social media strategies, manage relationships with Key Opinion Leaders (KOLs), and collaborate with creative teams to ensure marketing assets align with brand objectives. This role is key to shaping impactful marketing initiatives, driving player engagement, and optimizing resources for maximum campaign effectiveness.

#### **Key Responsibilities:**

##### **Campaign Planning & Budget Allocation**

- Lead the planning and execution of marketing campaigns, ensuring optimal resource allocation and budget management.



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- Analyze campaign performance, providing data-driven insights to optimize strategies for maximum impact.

### **Creative Campaign Development**

- Drive creative strategy for marketing campaigns, conceptualizing ideas that resonate with the gaming community.
- Oversee the creative process, ensuring all marketing materials are aligned with campaign goals and brand standards.

### **Social Media Strategy & Planning**

- Develop social media strategies aligned with long-term brand and business objectives.
- Oversee communication plans that drive player engagement and retention, coordinating with product teams to ensure marketing and in-game events are aligned.
- Monitor trends and audience insights to continuously refine social media approaches and maintain a strong online presence.

### **KOL & Partnership Management**

- Lead collaborations with Key Opinion Leaders (KOLs) and influencers, ensuring partnerships contribute to broader marketing objectives and enhance player engagement.
- Manage KOL budgets, tracking performance and effectiveness of influencer campaigns.

### **Qualifications:**

- At least 2 years of experience in digital marketing, preferably in the gaming or tech industry.
- Proven experience in marketing campaign planning, budget management, social media communication planning, KOL management, or performance marketing.
- Excellent communication and interpersonal skills for collaboration with cross-functional teams.
- Strong organizational and project management skills.
- Proficiency in both Thai and English (Chinese is a plus).



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- 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 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](mailto: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.