



BONFIRE GATHERING

Igniting passion and growing the game ecosystem in Thailand.

Job Description

Job Title: Marketing Lead (Game Publishing)

Location: Rama 3, Bangkok (On-site)

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.

At BONFIRE GATHERING, we believe in the power of creativity, teamwork, and excellence. As part of our team, you will play a key role in driving the success of our games, leveraging both online and offline marketing strategies to captivate and engage players. We are looking for a Marketing Lead who shares our vision and is ready to make a significant impact in the gaming industry.

Job Summary:

As the Marketing Lead (Game Publishing), you will be responsible for developing and executing the marketing strategies that will elevate our games and brand in the competitive gaming landscape. You will lead a passionate marketing team and collaborate closely with the product team to ensure that our marketing efforts are aligned with our goals for growth, engagement, and player satisfaction.

This is an exciting opportunity to take ownership of the marketing direction for BONFIRE GATHERING, crafting innovative campaigns, building strategic partnerships, and fostering a community of dedicated players.

Key Responsibilities:

Marketing Strategy and Budgeting



BONFIRE GATHERING

Igniting passion and growing the game ecosystem in Thailand.

- Develop and implement an integrated marketing strategy that drives player acquisition, engagement, and retention across both online and offline channels.
- Conduct market research and competitor analysis to stay ahead of industry trends and identify opportunities for campaign optimization and growth.
- Keep an eye on industry trends, game marketing innovations, and player behavior to inspire fresh, out-of-the-box ideas. Actively experiment with new approaches to maintain a competitive edge in the gaming market.
- Lead the development and management of marketing budgets for game publishing initiatives. Allocate resources across various campaigns and channels (digital advertising, influencer marketing, community events, etc.) to maximize ROI.

KOL & Partnership Management

- Identify, engage, and manage relationships with influencers and Key Opinion Leaders (KOLs) within the gaming and entertainment sectors. Develop creative campaigns to promote our games and ensure strong brand representation through KOLs.
- Establish strategic partnerships with relevant brands to co-create marketing campaigns and boost game visibility.

Community Building

- Develop and execute strategies to build and nurture an active, engaged player community around our games. Foster player interaction, encourage feedback, and create a loyal and enthusiastic fanbase.
- Plan and execute community-driven events, both online and offline, including in-game events, live streams, and social media campaigns.

Performance Analysis & Reporting

- Track and analyze the performance of marketing campaigns across all platforms and channels. Use data-driven insights to identify areas of improvement and optimize strategies to achieve the highest ROI.
- Set clear KPIs for all marketing activities, including player acquisition, engagement, and retention metrics. Provide regular reports to senior leadership, highlighting campaign performance, successes, challenges, and actionable insights.
- Implement A/B testing on various marketing initiatives (ads, creatives, landing pages) to continuously improve campaign performance and optimize for the best possible results.

Leadership & Team Development



BONFIRE GATHERING

Igniting passion and growing the game ecosystem in Thailand.

- Lead, inspire, and mentor a team of marketing professionals. Foster a culture of creativity, collaboration, and excellence. Provide guidance and support to team members to help them grow professionally and achieve their goals.
- Work closely with the product, creative, and development teams to ensure seamless coordination between marketing efforts and product updates. Align marketing strategies with product roadmaps, feature launches, and player feedback.

Qualifications:

Experiences

- 5+ years of experience in marketing, with at least 2 years in a team lead role within the gaming industry (preferably game publishing or agency).
- Proven expertise in developing and executing integrated marketing strategies across digital platforms (social media, digital ads, influencers, etc.).
- Strong experience in managing and optimizing marketing budgets and campaigns.

Skills

- Expertise in performance marketing, with a data-driven approach to budget allocation, campaign optimization, and KPI management.
- Excellent communication skills, particularly in managing relationships with KOLs, influencers, and brand partners.
- Strong leadership and team management skills with the ability to motivate and mentor a marketing team.
- Solid understanding of community management and player engagement tactics.
- Ability to analyze data, generate insights, and implement actionable improvements to marketing strategies.
- Creative thinking and the ability to provide concrete campaign ideas and clear creative briefs to the team.
- Proficiency in Thai and English.
- Experience with using AI tools to streamline workflows, generate ideas, and enhance overall marketing effectiveness is a plus.

Office Location and Hours:



BONFIRE GATHERING

Igniting passion and growing the game ecosystem in Thailand.

- 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 and be part of a small and agile team that creates memorable gaming experiences for players in the Thai market.