

PR & INFLUENCER RELATIONS MANAGER

Amplifier Game Invest is one of eight operational divisions of Embracer Group. We have the ambition to build one of the most attractive homes for passionate game developers and their studios, empowering their aspirations and creativity for sustainable, long-term success. To reach this goal, we invest in game studios, developers and their designs to support them in becoming creatively and financially successful through the development and sales of great game experiences. We leverage our game industry experience to mentor, encourage and challenge our studios and be active members of the global game development community.

We are currently a team of ten employees, distributed from our main office in Stockholm, Sweden. The organisation is presently actively invested in 14 independent game studios across Europe and North America, with over 210 employees under its wing.

Our Publishing Service Department is growing rapidly, and we are currently offering an excellent opportunity to join a team dedicated to supporting market- and publishing efforts for our studios. At present, we are looking to hire a full-time **PR & Influencer Relations Manager**, either on-site in Stockholm or, depending on the profile, remote.

Job description

The PR & Influencer Relations Manager will be responsible for all Event/PR/influencer strategy and execution. You will be part of the publishing services unit and report directly to the Head of Publishing.

- You will team up with the entire publishing services team to promote our portfolio through dedicated relevant PR techniques, as well as effective influencer marketing.
- You will lead the influencer and curator process through solid targeting and benchmark.
- You will create solid, lasting relationships with your press network, as well as key agencies.
- You will manage and coordinate various events to efficiently promote our products.
- You will construct a targeted influencer database for our portfolio and manage content creator/influencer software and relationships.
- You will track our portfolio online presence and realise a detailed post mortem analysis for all event/press/marketing/influencer activities worldwide.
- You will be responsible for internal marketing/community/event/ PR tools management, running weekly dashboards and analyses to support the global publishing strategy.
- You will bring your expertise for digital marketing campaigns to better reach our players.
- You will be an active product and brand management support to build better plans and long term thinking.
- You will work closely with the Community Lead to construct bridges between communities, influencers and the press.

What we like to see in a candidate

You have at least three years of experience in a similar role within an indie, mid-size or big PC/Consoles publishing company

You have a solid video game PR network with past successes

You have led and built influencer/curator campaigns in your previous roles

You understand the all publishing process

You know how digital stores are working, and you are able to use your PR/influencer expertise to support the digital strategy directly

You are familiar with or have participated in digital marketing campaigns

You are passionate about the industry and an avid player yourself

You are eager to learn and grow every day

You have a sustainable and long-term mindset

You are team-oriented and always base your decisions and actions on what's best for our studios, our teams and IPs

You are straightforward, proactive and able to summarise vast amounts of information through excellent presentation and communication skills

You are fluent in written and spoken English

Apply via: www.amplifiergameinvest.com/career

For questions about the role, please contact:

Denis Ferrier, Head of Publishing, Amplifier Game Invest

denis.ferrier@amplifiergameinvest.com