

MARKETING & PUBLICITY SPECIALIST

DRUNK STONED OR STUPID created the best-selling party game of the same name. Since its release in 2015, DRUNK STONED OR STUPID has become one of the top party games for the 18+ audience.

With several best-selling games now on the market, we are expanding further, and we're looking for a few talented individuals who share our same sense of humor, creativity and energy.

The MARKETING & PUBLICITY SPECIALIST at DRUNK STONED STUPID has a wide variety of responsibilities at our small, but growing company. The main focus of their work will be to publicize and market our products and Company. The MARKETING & PUBLICITY SPECIALIST is also responsible for managing our MARKETING & PUBLICITY INTERN.

Reports To: CREATIVE DIRECTOR

Exempt, full-time position with benefits

Marketing: 50%

- Create yearly budget for Marketing, and track expenses to budget.
- Develop and implement new marketing programs/strategies including email drip campaigns to support new product introductions.
- Google AdWords and Google AdSense to optimize advertising
- Develop holiday promotions, discount coupons, and the like to support sales
- Run ad campaigns on Amazon platforms to support Amazon sales
- Monitor all Amazon product pages for discrepancies
- Manage and update Company website (working with our web company and w/partners)
- Coordinate photo shoots for new products
- Create live events to support launch of products at college campuses and elsewhere
- Assess opportunities to create network of brand ambassadors
- Develop opportunities for where free games can be placed on display (such as at craft beer breweries)
- Provide liaison to key DSS retailers on their upcoming marketing and publicity
- Ongoing messaging to our key retailers about our upcoming publicity and marketing efforts
- Provide input to new product videos created by Company.
- Oversee and arrange Company's attendance at trade shows.

Publicity: 25%

- Create yearly budget for publicity, and track expenses to budget. Provide ongoing updates to partners on budgeting.
- Develop and implement plans to publicize new products in new and traditional media in USA and internationally.
- Develop press releases and other supporting materials.
- Handle all Press/Media inquiries to Company.
- Oversee intern's publicity outreach.

Social Media: 25%

- Create yearly budget for social media, and track expenses to budget. Provide ongoing updates to partners on budgeting.
- Oversee schedule & content for daily postings.
- Develop targets and goals for social media accounts' audiences.
- Create and track social media ad campaigns and review analytics
- Direct SOCIAL MEDIA & PUBLICITY INTERN to handle variety of tasks.
- Develop Social Media giveaways and other social media events

Direct Reports:

MARKETING & PUBLICITY INTERN

Requirements

- College graduate
- 6+ years work experience in the areas of publicity, marketing and/or social media.
Experience marketing products a major plus
- Proficient in tracking pixels/ a-b testing and optimizing social media ads
- Basic working knowledge in Photoshop and video-editing software a plus
- Self-starter, comfortable working autonomously
- Creative thinker/writer
- Outstanding organizational skills
- Effective communicator
- Comfortable in small, casual office environment
- Can easily recite quotes from the movie "Anchorman"