



## JOB DESCRIPTION

**POSITION TITLE:** MARKETING HEAD

**REPORTING RELATIONSHIPS:**

ACCOUNTABLE TO: LAS CASAS GAMING, INC.

REPORTS TO: MARIA CELERINA GALLARDO III  
VICE PRESIDENT FOR OPERATIONS

***Role Overview:***

The job description of a Marketing Head in a gaming company typically encompasses a range of responsibilities aimed at promoting the company's games, engaging with the gaming community, and driving revenue through effective marketing strategies.

***Key Responsibilities:***

1. **Develop Marketing Strategies:** The Marketing Head is responsible for developing comprehensive marketing strategies to promote the company's games. This includes identifying target audiences, determining the most effective channels for reaching them, and setting goals for marketing campaigns.
2. **Brand Management:** Ensuring that the company's brand is effectively represented in all marketing materials and communications. This involves maintaining brand consistency across all platforms and campaigns.
3. **Product Launches:** Overseeing the launch of new games, expansions, or updates. This includes developing launch plans, coordinating with other departments such as development and operations, and executing marketing campaigns to generate buzz and drive sales.
4. **Digital Marketing:** Utilizing various digital marketing channels such as social media, email, influencer partnerships, and online advertising to reach and engage with the gaming community.
5. **Community Engagement:** Building and maintaining relationships with the gaming community through social media, forums, and other platforms. This involves responding to player feedback, organizing community events, and fostering a positive and engaged community around the company's games.
6. **Market Research:** Staying up-to-date on industry trends, competitor activities, and player preferences through market research and data analysis. Using this information to inform marketing strategies and identify opportunities for growth.
7. **Partnerships and Sponsorships:** Identifying and pursuing partnership opportunities with other companies, brands, influencers, and events to enhance the visibility and reach of the company's games.

- 8. Public Relations: Working closely with the all the departments to generate positive media coverage, manage crisis communications, and represent the company's interests to the public.
- 9. Budget Management: Developing and managing the marketing budget, ensuring that resources are allocated effectively to achieve marketing objectives while maximizing ROI.
- 10. Team Leadership: Building and leading a team of marketing professionals, providing guidance, mentorship, and support to help them achieve their goals and contribute to the overall success of the marketing department.

***Qualifications and Skills:***

- 1. A bachelor's degree in marketing, business administration, communications, or a related field. A master's degree or MBA, is an advantage but not required.
- 2. Several years of experience in marketing, with a focus on the gaming industry preferred
- 3. A deep understanding of the gaming industry and experience working with gaming platforms, communities, and technologies is highly beneficial.
- 4. Strong skills in marketing strategy development, campaign planning, and execution across various channels such as digital, social media, influencer marketing, and events. Experience with data-driven marketing techniques and analytics tools is also important.
- 5. Proven experience in brand development and management.
- 6. Demonstrated leadership and management skills.
- 7. The ability to think strategically and develop long-term marketing plans aligned with the company's overall goals and objectives
- 8. Strong creative skills and the ability to develop innovative marketing
- 9. Excellent verbal and written communication skills

**Prepared by:**

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Vice President for Operations

Employee