



Recruitment for **BELATRA**



The international company **BELATRA**,

a **developer of games** for the gambling industry, reached out with a request to recruit specialists in:

SMM

Marketing

Design

PR

The main goal

was to attract qualified candidates capable of working with international audiences, creating high-quality content, and implementing effective communication and marketing strategies.



Key requirements for different roles included:

SMM Manager –

- at least 1 year of experience
- English level B2+
- understanding of the gambling market specifics

Designer –

- 1+ year of experience
- commercial portfolio
- English level B1+
- completion of a test task

Marketing Manager (Latin America) –

- 2+ years of marketing experience
- high level of Spanish and Portuguese
- knowledge of local cultural nuances

PR Manager –

- 1+ year of PR experience
- English level B2+
- ability to work with media and international projects

Recruitment Process

Clarifying job parameters

During initial discussions, key competencies and responsibilities for each role were identified.

- **For the Marketing and SMM roles**, the focus was on international promotion;
- **for the Designer** – on creativity and speed;
- **and for the PR Manager** – on communication skills and media activity.



Ideal candidate profile

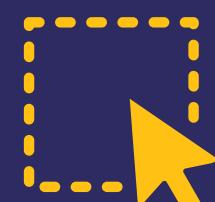
For each position, both professional and personal characteristics were outlined:



language skills
(English, Spanish, Portuguese);



strategic and creative thinking;



proficiency in specialized tools
(Figma, Adobe, соцмережі, аналітика);

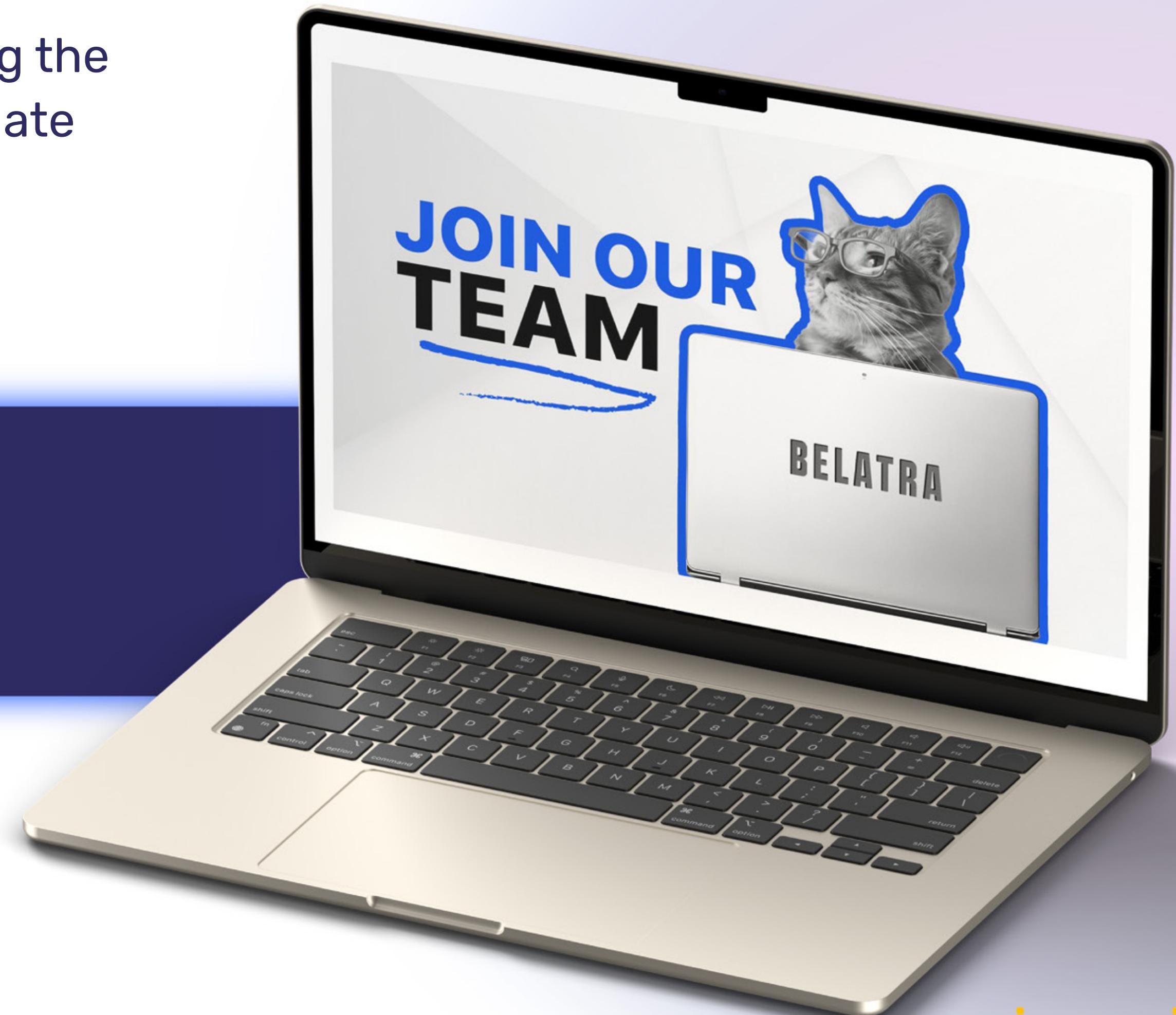


adaptability to an international environment.

Job postings and market communication

Vacancy descriptions were created highlighting the company's strengths, work specifics, and candidate requirements.

For the **Designer** and **SMM** roles, completing a test task was mandatory.



Search tools



LinkedIn –
direct candidate search and communication.



Specialized websites and Telegram channels –
posting vacancies and active resume searches.



Internal database –
using contacts from previous projects.



Selection stages

1

Resume and portfolio analysis;

2

Language testing through online interviews;

3

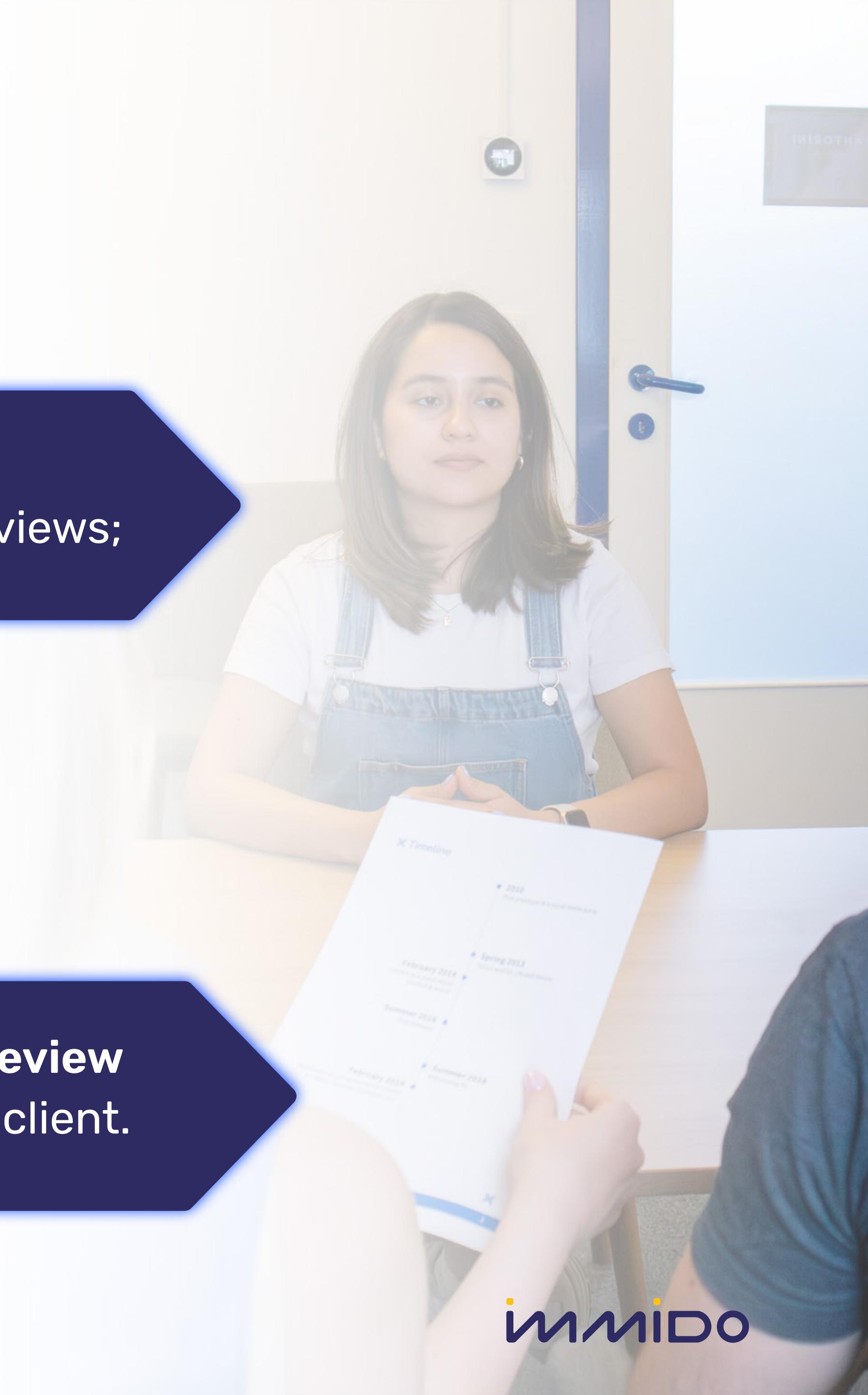
Google Meet interviews focusing on soft skills and relevant experience;

4

Test assignments for specific roles;

5

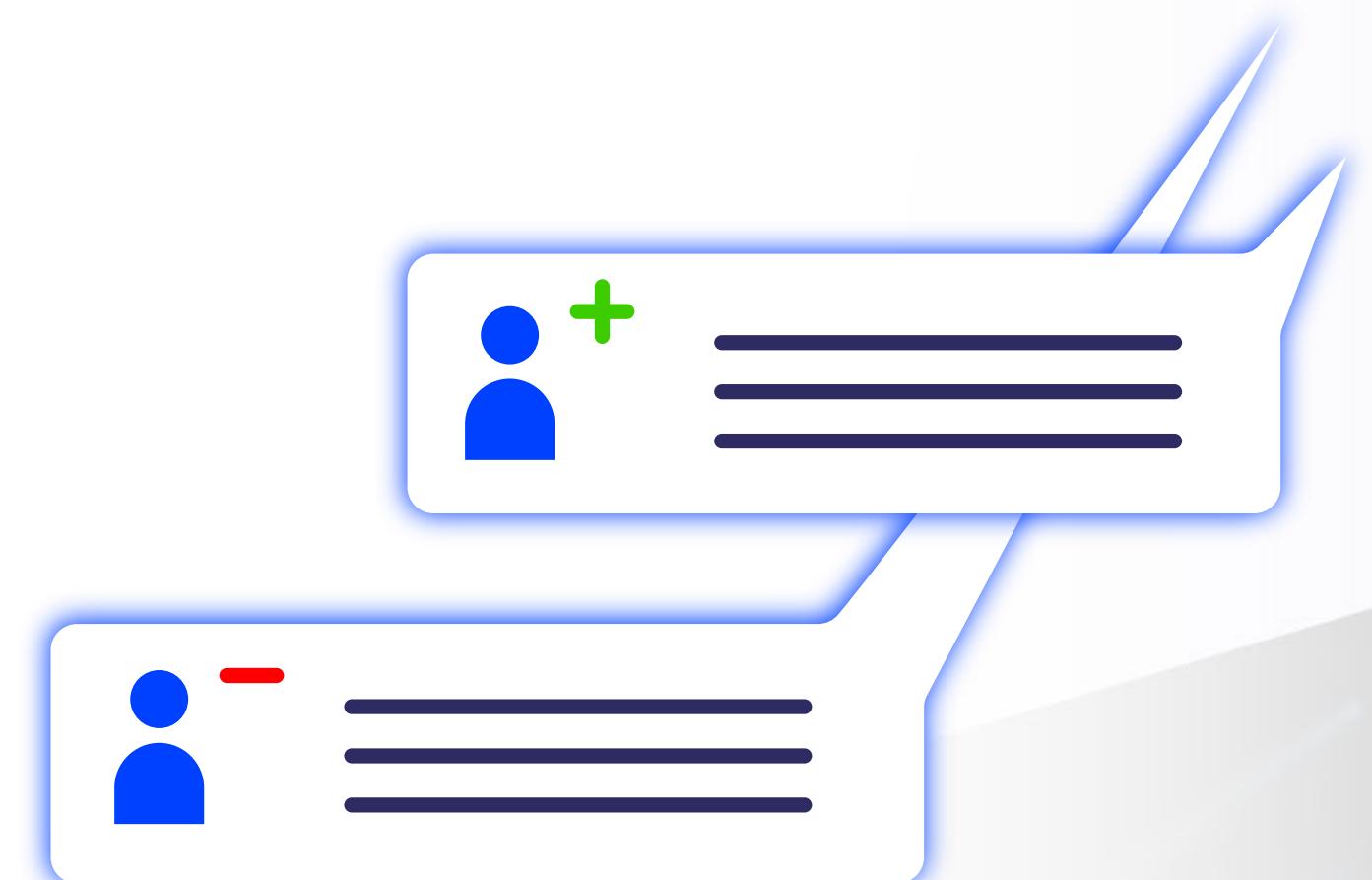
Final candidate review together with the client.



Client communication

All **candidate data** was stored in Google Sheets with comments after each stage.

Progress updates were provided through work chats, along with concise summaries outlining each candidate's strengths and potential risks.



Results

SMM Manager:



search duration

1 month



reviewed

11

candidates



offer accepted

1 person

Marketing Manager (Latin America):



search duration

2,5 months



reviewed

9

candidates



1 person selected
(multilingual, 5+ years
of marketing experience).

Results

Designer:



search duration

2
months



reviewed

5

candidates



1
1 hired

(English B2, strong portfolio,
successfully completed test task).

PR Manager:



search duration

2
months



reviewed

5

candidates



1
1 hired

(English C1, successful test task).

Summary

Each position was filled within the planned timeframe.

Thanks to a comprehensive approach – combining manual search, professional platforms, multi-level screening, and close collaboration with the client – it was possible to find candidates who **fully met the requirements**.

Belatra received specialists capable of strengthening the brand's international presence and ensuring consistent development in marketing, SMM, design, and PR.