

Content Marketing Manager

About Overwolf

Overwolf develops a software client for PC Gamers that allows players and game publishers to add a rich layer of functionality to any game, without touching the game code. Overwolf's in-game Appstore offers apps that make gaming more fun, easy and social.

We are a fun, energetic company with a tremendous work environment and plenty of growth in our future. Come join our fast growing team!

Job description

We are seeking a Content Marketing Manager. This is an excellent opportunity for a talented content creator, who excels at 'seeing stories' within data. We are seeking for someone who can fuel our inbound marketing strategies, and produce various types of catchy, fun, short and to-the-point content!

The A-Player Content Marketing Manager in Overwolf is the following:

1. **An Exceptional Writer:** Passionate about creating and delivering unique content to our audience.
2. **Avid Gamer:** Passionate about the PC Games market with a vast knowledge about the top pc games, networks, websites, tools, eSports scene, streamers, gaming software, communities, etc.
3. **Creative and Analytical Multimodal Communicator:** A great storyteller and can translate data to create original, unique, and highly shareable marketing campaigns from different sources, including text, graphs, images, charts, etc.
4. **Collaborator:** Has strong project management skills and works closely with the marketing, product, and sales teams to create amazing content, that is uniquely valuable to our target market.
5. **Customer Centric:** Comfortable interacting with users and is always on the pulse of user activity – from proactively building a rapport to gaining a full understanding of the user's needs/pain points.
6. **Social Media Expert:** Displays in-depth knowledge and understanding of all Social Media platforms and their associated trends and best practices. The content manager is capable of tracking and measuring social media analytics and adjusting strategies accordingly. This individual also possesses good judgment and professional discretion when posting and responding to topics.

This is a full time position, from our offices in Tel Aviv @ Beit Hilel 6 st. Very close to Azrieli center and the train station. Please send cvs to gil@overwolf.com.