

Content Marketer (Part-Time)

PreviewLabs specializes in the development of prototypes using game development technology. We develop prototypes which help our clients test or pitch ideas. We do this for any kind of game technology, covering PC and mobile games, educational games, simulations, data visualization etc. Our clients include Disney Imagineering and Yale University, as well as numerous startups.

We are looking for a part-time content marketer to create a steady stream of blog posts, social media updates, and newsletters.

Description

- Reflect PreviewLabs' expertise and know-how by writing blog posts about various topics including our activities, projects, clients, and technologies we use.
- Interview people within the company as well as clients to obtain interesting stories for our blog.
- Generate inbound links by leaving meaningful comments on other blogs, offering other websites and companies to cover our stories, etc.
- Follow up on website and social media analytics to see what works and what doesn't, and to adjust when needed.
- Write newsletters to tell people about the latest news of PreviewLabs, interesting blog posts, upcoming conference talks, events, etc.
- Write and schedule social media updates on LinkedIn, Twitter, Facebook, etc.
- Add testimonials and project descriptions to the PreviewLabs website.
- Write occasional press releases.

Requirements

- Strong written US English communication skills, writing with impeccable spelling and grammar.
- Interest in gaining a deep understanding of what motivates potential clients.
- Ability to write to the point: engaging the reader with easy to understand content.
- Familiarity with the best practices of SEO.
- Having a good eye for formatting articles for the web.
- Deep interest in technology.
- Interest in gaining an understanding of the different steps taken during game development projects.

Pluses

- Ability to edit videos to obtain interesting summaries with or without narration.
- Has played through a variety of video games.

Practical

- Includes mentorship by the founder of the company.
- Part-time at 8 hours, distributed across the week mainly at your convenience.
- To apply for this position, you can contact us through our contact form at <http://www.previewlabs.com/contact>