



Creative Content & Social Media Specialist

We are a software company that develops a variety of products in the online iGaming and land-based casino industry - Slot games, Live casino games and Land-based terminals, Bonusing systems, etc. Our products are enjoyed by numerous players worldwide. Based in Sofia, our team is rapidly growing! As a B2B SaaS provider we're a unique mix of developers, artists, QA engineers, product managers, and administrators, all dedicated to creating enjoyable games and effective tools for our users.

Currently, for our Marketing department, we are looking for a Creative Content & Social Media Specialist with inspiration for growth and development who will amplifying our brand through captivating content and social media mastery.

What you will do:

- Creating visually engaging content that will leave a lasting impression
- Keeping up with the best practices and current trends in social media marketing
- Actively participating in development and implementation of creative content strategies (posting plan) that align with our brand and engage our target audience across social networks and the company website
- Monitoring social media channels to track brand mentions, comments, and messages
- Analyzing our performance across social networks, online platforms and company website
- Participate in the creation of email marketing campaigns
- Creating infographics and presentations

Requirements:

- Minimum 1 year of experience in software (graphic design tools) such as Adobe After Effects, Adobe Photoshop, Adobe Illustrator, etc.
- Experience in digital marketing is a plus and would be an extreme advantage
- Experience in developing and executing social media strategies
- Excellent communication skills and ability to collaborate effectively with different teams
- Positive approach to problem-solving and challenges
- Excellent level of English – both written and verbal



- Time-management skills

If you are creative, with a passion for delivering results, we want to hear from you! To apply, please submit your CV, Portfolio (you are proud of) and present in an unconventional way through a video or a picture that you made yourself on the topic "*How do you see Pateplay after 1 year with you as part of the team?*"

Why join us?

- Full-time employment contract.
- Convenient office location near InterExpo Metro station.
- Multisport card fully covered by us.
- Additional health insurance after 3 months of employment.
- Annual paid leave increases with tenure (22 days + one additional day for each year with the company).
- Complimentary beverages and fruits in the office.
- Relax zone with PlayStation, table tennis, and more.
- Regular team gatherings.
- Premium discount card for over 90 stores and restaurants.
- A supportive and close-knit team.
- Transparent working environment with management that values employee input.
- Agile and casual culture.
- Opportunity to work in a dynamic, evolving, and profitable industry.

All applications will be treated with the utmost confidentiality, and only short-listed candidates will be contacted.

Thank you for considering a career with us!