

## Introduction

We're welcoming one of the originators in the controller accessories industry to Japan! Hashi Media has been selected to lead their influencer marketing efforts! If you are familiar with competitive gaming, first person shooters, comfort games, and general console gaming, please check out the **scope of work** below and apply! This product is designed to increase your competitive edge and performance in various games that are played on controllers.

## Qualifications

- Proven experience managing video game (or related) influencer or PR campaigns
- You've worked with internal agency teams on campaigns (***not a deal breaker if none***)
- Highly detailed oriented
- You play video games and can "talk the talk"

## Skills

- N2 Japanese
- Up to date knowledge on modern FPS games and general gaming culture
- Notion
- Influencer marketing strategy
- Contract negotiation

## Deliverables

- 5 Japanese creator activations
- 3 Korean creator activations (product seeding only)

## Scope of Work

- Creator research
- Creator communication (send brief & gauge interest/availability)
- Coordinating & negotiating with creators (availability & fee for campaign deliverables)
- Campaign tracking and management in our dashboard
- Assist with campaign strategy (possible, but not likely or common for this project)

Creator budgets for Japan typically go up to \$6,000 but to maximize the budget our client wants to work with more grassroots sized creators. You will work directly with a manager at Hashi Media who will lead and support client management

You will also be provided documentation on our workflow so you can seamlessly integrate as well as use our legal templates for contract purposes.

[To apply directly, send an email to [info@hashimedia.com](mailto:info@hashimedia.com) with the subject line: **First Name Last Name, Controller Accessory Legends Application**]