



CAMPAIGN MANAGER

JOB DESCRIPTION

Term Fixed term, 2.5 days per week

Dates 29th July for 8 weeks

Fee £200/day

Location Remote working with some days working at the London studio

Apply by 16 July 2024 (12pm)

Summary

Playing with Reality is a four-part XR collection that uses first-person narrative and thought-provoking gameplay to take participants inside the mind of a number of real life characters who have learnt to cope with being “different”.

Following the success of *Goliath: Playing with Reality* (2021), the second part of the collection, *Impulse*, is due to launch in Autumn 2024. *Impulse* is a mixed reality interactive story about the reality of ADHD: from the violent surges to the emotional fall out, as well as the outsider status so many are left with.

The Role

We are gearing up for the launch of *Impulse* and are seeking an experienced, tech-savvy Campaign Manager to join us. This role will primarily focus on leveraging Anagram’s social media channels during the pre- and launch phases of *Impulse* to generate buzz and engagement.

As part of the team, you will manage all social media channels and support the Marketing Manager to develop and grow a range of channels, including Instagram, Discord, X, LinkedIn, TikTok, and YouTube, testing and evaluating content to drive engagement and conversions.

The Campaign Manager’s responsibilities include:

- Developing and executing a comprehensive social media strategy that aligns with our project’s themes and launch timeline.
- Creating engaging text, image and video content for Anagram’s social media accounts, with a primary focus on TikTok, Instagram, Discord and X
- Responding to social media messages and comments, and customer queries on the Meta Quest store in a timely manner;
- Composing on-brand conversations and build relationships with influencers and content creators relevant to our target audiences;
- Auditing and analysing social media presences and visitor data with tracking systems to refine and provide insights for social media campaign and engagement levels.

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About You

Essential Skills Required:

- Proven work experience in digital community building (e.g. building an online forum, creating launch social media campaigns);
- Strong understanding of social media platforms and emerging developments and trends;
- Strong written communication skills and the ability to write for a range of audiences and channels;
- Ability to track and interpret social media metrics;
- Ability to work independently and remotely or part of a team, taking responsibility for key tasks.

Preferred Skills:

- Knowledge of Anagram's work and projects
- An interest in advocating for mental health
- Experience within the XR/immersive industries

Inclusivity

Anagram seeks to make work that is socially relevant; we ask questions and offer fresh perspectives on the ambiguities and implicit power structures that permeate our contemporary world. We believe that a diverse and inclusive approach to building our teams is absolutely essential to the task of making this work.

We actively want our team to continue to be diverse and so we welcome applications from those less represented in the sector.

How to Apply

To apply, please email us with an explanation of why the project interests you, and how your skills and experiences fit the criteria of this job - and include the following attachments:

- Samples of your work;
- A copy of your CV

Send your application to hello@weareanagram.co.uk

Deadline for applications: 16 July 2024, 12pm (strict deadline)

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About Anagram

ANAGRAM is an award-winning creative studio specialising in interactive storytelling and immersive experience design that challenges the status quo. Experimenting at the edges of technology, our mission is to make thought-provoking and playful experiences that bring profound new perspectives.

We use physical and interactive storytelling across a number of contexts to challenge, inspire and influence the cultural discourse around present social and political issues.

The personal is always political. How we see ourselves, our value, meaning and power is something that comes from the invisible context of culture and society. Revealing what is invisible gives us power to change it.

Our vision is to create original and unusual ways to encounter the world that inspire self-reflection and shifts in perspective. We continue to be known for taking artistic risks and shining a light on social issues.

[Door Into The Dark](#) (2015) was our debut into the immersive arena. Our more recent works include [Goliath: Playing with Reality](#) (2021), [Messages to a Post Human Earth](#) (2021), [A Face to Open Doors](#) (2020) and [The Collider](#) (2019).

Emmy-nominated and winners of the Grand Jury Prize for Best VR Work at the 2021 Venice International Film Festival. Anagram have previously been awarded the 2015 Tribeca Film Festival Storyscapes Award, the 2019 Sandbox Immersive Art Award, part of the Best VR in 2019 at the Venice International Film Festival.

Anagram were named in the Createch 100 ones to watch for 2020 by the Creative Industries Council and selected twice for Columbia University's Digital Dozen Breakthroughs in Digital Storytelling (in 2015 and 2019).

weareanagram.co.uk

@weareanagram