



Brand Manager Role

Location: Remote (UK only)

Type: Full-time - 4.5 days p/ week (9 day fortnight)

Reports to: Founder/CEO

About Pantaloon

Pantaloons's mission is simple: to offer a pedestal to the bold and bizarre, and create a home for misfits. We prefer the term 'label' to 'publisher', despite the fact that we fund, publish and manage the release of indie games, seeking to define the culture as much as be a participant in it.

Pantaloons is also a platform for discoverability, which offers up our newsletter and other channels as a pedestal for partners as much as ourselves. We want to be tastemakers at the weirder, more wayward end of the game spectrum, and primarily look to focus on our newsletter as a means of connecting with players.

We're now looking for a **Brand Manager** to join our small team, helping us flex bigger publishing muscles as we grow our portfolio and roll out an exciting new platform. We're looking for somebody creative with hands-on marketing experience, that can wear many hats in a small business, and help drive Pantaloons forward.

The Role

While a creative marketing role at its core, this role is broad and will touch many parts of the young business. You'll primarily take the lead on all brand/marketing initiatives with our published titles, looking to position each for success in a saturated market. This will involve working with developers to define their positioning and offer to market, and then executing on the strategies that have been laid down with bold campaigns.

Outside of this, **Pantaloons** needs a strong creative mind to work with our partner developers and studios, ultimately growing out our monthly partnership program.

What You'll Do

- Work with developer partners to create and then manage a Brand Plan for each of our published titles. This will cover positioning, demographics, visual identity, assets, comms and channel strategies, amongst other things.
 - As an extension of the above, you'll build and own the go-to-market plan, with a detailed vision for each of the key beats: announcement, demo, launch, post-launch, etc.
 - Work with creative partners on scripts, trailers, key art, screenshots, and everything that distils the brand/message into a consumer ready form.
 - Dress Steam - and other store - pages, optimising copy, creative and metadata for wishlist/purchase conversion.
 - Collaborate with platform partners (Steam, PlayStation, Xbox, Nintendo) and Event/Showcase owners for visibility opportunities and promotions.
 - Liaise with other publishers and studios for bundle and other co-marketing opportunities.
 - Source content for and draft Pantaloon newsletters, and help position Pantaloon's key marketing channel for growth.
 - Track campaign results and share learnings that can shape future releases.
 - Become an Ambassador for Pantaloon at events and in industry circles, and help to extend the reach of the publisher brand and mission.
-

What You Have...

- 2+ years in brand or marketing roles in games, film, or creative industries.
- A strong creative instinct, and desire to define bold, unexpected assets and campaigns that resonate with Pantaloon's throughline of 'the bold and bizarre'.
- A strong grasp on the English language, with a flair for impactful copy and comms.
- Confidence in Steamworks, and a knowledge of the tools, features and algorithms that drive our revenue.
- A broad knowledge of the Events, showcases and partners that can elevate our games and campaigns.
- An appetite for experimentation, and bringing bold ideas to the table.

- A base knowledge of Image/Video Editing packages to help amend/crop/update brand assets as might be needed (Pantaloon has creative partners to do the heavy lifting here, but these skills make life much easier!)
- Initiative and self-reliance – this role will have a great deal of autonomy and creative freedom, so a set of personal traits that dovetail with this is key.
- Passion for games that do something different, unexpected, or take the medium in an interesting forward direction.

What You Might Have But We Won't Sweat if You Don't

- Experience managing budgets, and a consideration for the P&L
 - A knowledge of CRM and email marketing best practice
 - Understanding of performance metrics, analytics, or paid media.
 - Video editing and content creation skills - a head for short form videos and the algorithms of the platforms that host them.
-

What We Offer

- Competitive salary based on experience
 - Remote-first, 4.5 day work week, and flexible working setup.
 - Creative autonomy and the chance to shape the identity of a growing label.
 - A small, supportive team that values craft, curiosity, and humour.
 - Opportunities to attend global showcases and festivals.
-

How to Apply

Send your CV and cover letter, with a short note telling us about a game campaign you admired recently and *why* — to jobs@pantaloon.io with the subject line: **Brand Manager Role**