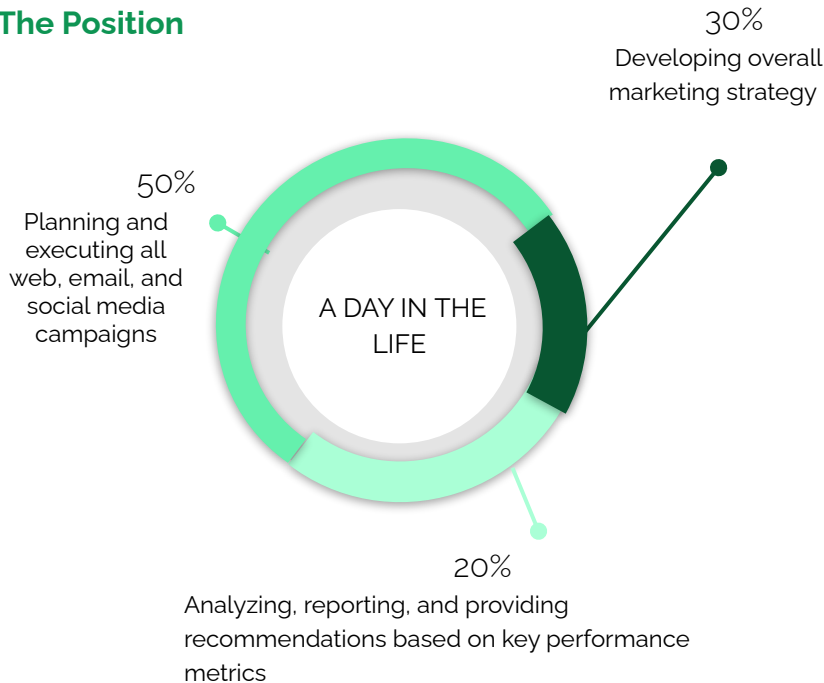


# Digital Marketing Specialist

## The Position



Social Cipher creates video games that drive neurodiverse inclusion for autistic youth. Our first game, Ava, is a 2D platformer with an autistic protagonist that acts as a bridge between counselors and their clients (kids aged 10-15), helping facilitate the growth of self-advocacy and social emotional learning skills.

**We are looking for an experienced digital marketer to work with our team to help us grow our online presence and customer base through a multi-channel digital marketing strategy.**

## Your Job

- Developing an overall marketing strategy, including establishing marketing goals and KPIs
- Identifying opportunities to increase organic website traffic and brand awareness
- Using data to optimize sales and purchasing funnels
- Planning and executing marketing campaigns through web, email, and social media
- Collaborating with internal teams on designing and testing landing pages and messaging (social media and email)

## You'll like this opportunity if...

- You have 2+ years of experience in B2B digital or product marketing, especially in the mental health or therapeutics space.
- You have experience increasing organic web traffic for an early stage startup and developing digital campaigns across various digital platforms (social media, email, SEO, landing page optimization)
- You really like data
- You have experience using Google Analytics, Mailchimp, Mixpanel, Webflow
- You're passionate about our mission to help neurodivergent youth feel seen and confidently navigate their world
- You are comfortable working on a team and can work well giving feedback to a group
- You have an interest in video games or gaming (even casually)

## Your Life

Location: **Remote (Company is LA Based)**  
Start Date: **ASAP**  
Time commitment: **60 hours/month cap**  
Salary Range: **\$30-40 per hour (negotiable)**

## How to apply

Send your resume and a brief cover letter explaining why you'd like to work for us to:

[hiring@socialciphergame.com](mailto:hiring@socialciphergame.com)

**Questions?** Email [hiring@socialciphergame.com](mailto:hiring@socialciphergame.com)

## Your Impact

- Help us create stories that will inspire the next generation of neurodiverse youth to raise their voices and feel heard
- Bring autistic representation into the mainstream Shatter harmful stereotypes and their negative effects on young people's self perception
- Help us create and validate real outcomes for our players and their well-being
- Make a kickass video game