

## Strategic Growth Manager - Teuteuf Games

About Us: Teuteuf Games is the creator of popular geography-based web games including Worldle, WhenTaken, and GeoGrid. Our games are played by hundreds of thousands of geography enthusiasts and puzzle lovers across the globe daily.

Role Overview: We're seeking a Strategic Growth Manager to drive user acquisition and retention across our portfolio of geography games. This position will develop and execute strategies to increase our player base through creator partnerships, targeted advertising, and community building initiatives. Don't worry if you don't excel in every area listed – strong candidates with expertise in at least two of the below-listed areas are encouraged to apply. Think of yourself as a Digital Expedition Leader, charting new territories for our games and guiding players to discover our geographic adventures.

### Key Responsibilities

#### *Paid Acquisition Strategy (40%)*

- Plan and execute targeted ad campaigns across relevant platforms (Reddit, Google, Facebook, etc.)
- Design and test ad creative specific to geography game enthusiasts
- Implement proper tracking to measure ROI on all acquisition efforts
- Optimize campaigns based on performance data and user acquisition costs
- Scale successful acquisition channels while managing budgets effectively

#### *Creator & Influencer Partnerships (30%)*

- Identify, approach, and manage relationships with content creators in the gaming/geography space (TikTok, YouTube, Instagram, Twitch, etc.)
- Develop compelling partnership structures that benefit both creators and our games
- Create attribution systems to track partner performance and optimize campaigns
- Build and maintain a roster of active content creators producing material about our games

#### *Community Growth & Engagement (30%)*

- Build structures to collect and analyze player data
- Identify growth opportunities across our portfolio
- Implement retention-focused features and campaigns to reduce churn
- Develop and execute social media content strategy across platforms (Instagram, TikTok, etc.)
- Produce select high-impact content directly when needed
- Design viral sharing mechanics and referral programs to drive organic growth

### Requirements

- 2-3 years of experience in user acquisition, growth marketing, or partnership management
- Demonstrated success in creating and managing content creator partnerships

- Experience with acquisition analytics and conversion optimization
- Experience managing social media content creation (either direct creation or team oversight)
- Understanding of gaming audiences, particularly casual or educational games
- Excellent English communication skills
- Data-driven approach with strong analytical capabilities
- Knowledge of attribution systems and tracking methodologies

### **Bonus Qualifications**

- Experience with geography, trivia, or daily puzzle games
- Understanding of ad creative optimization for gaming audiences
- Background in community management for web-based games
- Experience with A/B testing and user experience optimization
- Basic understanding of game design principles and player psychology
- Content creation skills (video editing, graphic design, copywriting)

### **Tools & Technologies**

- Experience with analytics platforms (Google Analytics, custom dashboards)
- Familiarity with creator/influencer management systems
- Knowledge of ad platforms including Reddit Ads, Google Ads, and Meta Ads
- Understanding of attribution tracking and conversion optimization tools
- Experience with community management platforms

### **Employment Details**

- Hours: 20-40 hours per week
- Salary/Rate: Base salary dependent on experience, plus opportunity for performance-based bonuses tied to user growth and revenue targets
- Location: Remote

### **How to Apply**

Please send CV/resume **and** cover letter to: [contact@teuteuf.fr](mailto:contact@teuteuf.fr). In your cover letter, please mention:

- How you got to know Teuteuf Games and what you like about us
- Your relevant experience and how it could apply to Teuteuf
- One game *outside our top 3* (at top of this description) that has the most potential for user acquisition, and why
- Favorite place you've traveled and where you're based now