

# Community & Content Manager

Build the community. Shape the voice. Power the players.

## About the Role

At **PingPlayers.com**, we're building more than infrastructure - we're building a home for serious gamers who care about performance, stability, and zero-lag gameplay.

We're looking for a **Community & Content Manager** from the gaming industry (studio, publisher or game infrastructure background preferred) who understands players at a deep level. Someone who knows Discord culture inside-out, understands Steam review psychology, Reddit dynamics, and what actually drives engagement in gaming communities.

This isn't just scheduling posts.

You'll own the voice of PingPlayers.com, grow and activate our Discord community, represent us at gaming expos together with our wider team, and create content that players genuinely care about.

You'll be the bridge between players and the brand.

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## What You'll Do

### Community Leadership (Discord First)

- Own, build, and scale our **Discord server** - structure, roles, bots, permissions, onboarding flows, engagement systems.
- Be a true Discord power-user: manage moderation frameworks, community health, growth tactics, and automation tools.
- Develop engagement loops (events, AMAs, drops, competitions, voice sessions).
- Grow and manage our presence across X/Twitter, Reddit, YouTube, and other relevant platforms.
- Turn community feedback into actionable insights for product and leadership teams.

- Identify and activate community ambassadors, creators, and strategic partners.

## **Content Strategy & Execution**

- Develop and execute a content strategy aligned with brand growth.
- Create high-impact content: short-form video, thought leadership, memes (the good kind), blog posts, case studies, player stories.
- Plan and execute content around product launches, feature updates, and industry events.
- Manage content calendars and track performance metrics.
- Use analytics to refine messaging and improve retention.

## **Events & Industry Presence**

- Represent PingPlayers.com at major gaming expos and industry events.
- Support booth strategy, community meetups, and creator activations.
- Build relationships within the gaming ecosystem.
- Travel internationally as required for expos and brand activations.

## **Brand Voice & Positioning**

- Define and refine PingPlayers' tone of voice.
- Ensure messaging speaks directly to gamers and industry insiders.
- Position PingPlayers as a performance-first brand within gaming infrastructure.



## **Required Skills & Experience**

- 2+ years experience in community, content, or marketing roles within:
  - Game studios
  - Publishers
  - Game hosting / infrastructure providers
- **Advanced Discord expertise (non-negotiable):**
  - Server structuring & scaling
  - Role & permission architecture
  - Bot integrations (MEE6, Dyno, custom bots, etc.)
  - Moderation systems & escalation flows
  - Community engagement mechanics
- Deep understanding of gamer psychology and online community dynamics.
- Experience managing social platforms at scale.
- Strong writing skills (video skills a plus).
- Data-driven mindset - you track engagement, growth, and retention.
- Experience attending or activating at gaming expos or industry events.
- Comfortable working remotely with a distributed team.
- Willingness to travel internationally.

### **Bonus XP**

- On-camera confidence.
- Creator or influencer network within gaming.
- Understanding of latency, ping, and server performance and how to explain it simply.

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## Who You Are

- A genuine Discord native — not just a user, but someone who understands how servers grow and thrive.
- Deeply embedded in gaming culture.
- You know what makes communities toxic... and how to prevent it.
- You build trust, not just engagement.
- You think long-term brand, not short-term metrics.
- You take ownership and move fast.

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## About PingPlayers.com

PingPlayers.com is a performance-first gaming infrastructure brand built for players who refuse to lag.

We deliver high-performance hosting and low-latency infrastructure designed specifically for gamers, creators, and communities who care about stability and speed.

PingPlayers.com is part of the ThinkHuge.net group.

Founded in 2012, Think Huge has since grown into a global Infrastructure-as-a-Service (IaaS) provider, operating across 60 data centers and powering some of the world's leading fintech brands in the CFD space.

At Think Huge, we power the servers behind the grind.

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## Why You Should Join Us

- Fully remote, global team.

- High ownership, zero micromanagement.
- Real impact — you'll shape and scale the entire community engine.
- Travel to major international gaming expos and events.
- Work at the intersection of gaming and infrastructure.
- Grow as the brand scales.