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plutobooks.com

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## Crowdfunder Manager – Pluto Games Short-Term Project

*Help us develop and implement a crowdfunding campaign for a new board game.*

Pluto Press is a radical independent publisher. We've been publishing books for 55 years. Now we want to publish a board game with one of our favourite authors, Max Haiven. Max and his team at RiVAL have been developing *Billionaires & Guillotines* for a couple of years, and it's time to launch.

We're launching the crowdfunder for our first board game in November 2024.

You'll be the only person fully dedicated to this project, so you'll need to herd the rest of us. You'll need to be super-organized and flexible.

You'll have a small promotional budget and access to the Pluto Press mailing list.

You'll be working closely with Max (B&G game developer) and the Pluto Press team.

In collaboration with the team at Pluto Press and Max you'll:

- Develop a campaign plan for the crowdfunder and beyond
- Help select the right crowdfunding platform
- Working with our designer to create marketing assets needed for the campaign (ads, images, videos etc)
- Write the crowdfunder and develop the messaging and pledge levels
- Set up and manage the crowdfunder
- Do all supporter communications
- Reach out to influencers and reviewers to promote the crowdfunder
- Set up, create, and manage all promotion based on the campaign plan

Ideal experience:

- Worked on a board game crowdfunding campaign before
- A board game insider who knows the influencers and reviewers
- Creative
- Good at working with a busy, easily distracted, remote team
- Understands how to work with a small budget

We think this will take 3 days per week over 8-12 weeks.

GBP20 per hour. Negotiable depending on experience.

Starting mid - September.

Location - anywhere, as long as you can be available 2pm – 6pm BST for meetings

To apply, write to [careers@plutobooks.com](mailto:careers@plutobooks.com) with the subject line "Billionaires & Guillotines".

**Deadline: 31 August 2024**