



Toontown Rewritten Public Relations: Marketing Assistant Application

Thank you for showing interest in becoming part of the Toontown Rewritten Team! Before you start filling out this application, there are a few things you should know:

1. **Toontown Rewritten is a volunteer effort.** No income or salary is provided as compensation for anyone's involvement.
 2. **Marketing is a time consuming task.** It's not quite as simple as logging on to update Facebook every now and then. Marketing Assistants analyze data, create campaigns, and must keep up with every side of Toontown Rewritten's public view.
 3. **Marketing Assistants require knowledge of creative writing and marketing strategies.** When managing social media, a great deal of creative writing is required to appeal to the broadest set of players.
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As a Marketing Assistant for Toontown Rewritten, you'll be working with the Public Relations Department to provide an in-depth analysis of social media trends and frequently update all pages with targeted, informative, and interactive content. This position requires a great deal of creativity to engage with the Toontown community using modern social technology.

We are looking for people with well-developed marketing knowledge and engaging ideas that can produce entertaining content and player interactivity in brand new ways.

Position Requirements:

- Must be at least 13 years of age.
 - Up-to-date knowledge of the latest social media technology and platforms.
 - Creative ability to produce humorous, informative, or otherwise entertaining writings to maximize engagement.
 - Good sense of marketing knowledge for interacting with players on a personal and professional level.
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The application begins below.

Copy & Paste the questions with your answers in an email to support@toontownrewritten.com.

About You

- What is your first name, and preferred name?
- What is your date of birth?
- Is English your first language?
- Are you comfortable with using voice chat?
- Can you tell us a bit about yourself?
- Have you worked in a team environment before?
- If so, how would you describe your experience on that team?
- What do you think you can bring to the table as a Marketing Assistant?

Toontown

- Please list your Toontown Rewritten account username(s).
- Do you have any previous infractions (warnings, suspensions, terminations, loss of ability to use SpeedChat+) on any of your accounts? If so, what are they?
- How often do you play Toontown Rewritten?
- Are you an active member of any Toontown-related websites or communities outside of the game? If so, where can we find you? Direct links to your profiles would be great!

Marketing Experience

- Do you have any previous experience with marketing?
- Would you consider yourself as a beginner, intermediate, or as an expert when it comes to marketing experience?
- What social media outlets do you consider yourself to have expert knowledge about? Elaborate on particular features and functions you have used, and how it could apply to your position with Toontown Rewritten.
- Do you have any experience using Google Analytics or other marketing data metrics services?
- What is your definition of an “engaging” social media post or campaign? Link to an example of a post that you may have seen from a company, person, or page and briefly explain the creative aspects of it. This is to understand your favored marketing style.



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Availability

- What timezone are you in?
- When are you usually available at your computer?
- How much time can you commit to your job as a Marketing Assistant per week?

This application also contains an required challenge which can be submitted with it. Submit the result with answers to above questions in an email to support@toontownrewritten.com.

Required Challenge

Several prompts have been listed below to create clever, entertaining, and engaging posts for specific social media outlets. Use your creativity to fulfill each prompt, keeping in mind the style, limitations, and target audience of each website.

You do not need to actually post on social media -- just provide the content which would be posted in these hypothetical scenarios. Each of these posts should be written as if meant to be posted from an official Toontown Rewritten account, however, this is for testing purposes only and will not be posted by Toontown Rewritten.

1. Write three different humorous Twitter posts about anything involving Toontown.
2. Write a full blog post that would be posted on our website at any time during the year. You have full creative freedom here, so go all out! You do not need to create an image to go along with the post, but you're more than welcome to if you so desire. If you do create an image, feel free to attach it to your application when you send it in so we can enjoy it too!
3. Provide an idea of content which could be posted on Toontown Rewritten's Snapchat story.
4. Describe an idea for a social media campaign which could be created to tie in with Toontown Rewritten's annual "ToonFest" event. This idea does not need to be limited to social media websites only, and can include theoretical in-game interaction as well.

We thank you again for showing your interest in helping us out! After we receive your response, we'll file your credentials for future reference.
