



## Help Wanted: Nerf Seeks Chief TikTok Officer

March 26, 2021

*Social Media Search Will Reward One Applicant \$10K/Month For Up to 3 Months + Job Title to Flex*

The NERF Marketing Team at Hasbro today kicked off a nationwide search for a trend-obsessed and highly-creative NERF fan to take on the title of NERF Chief TikTok Officer (Nerf CTO). The coveted position will pay \$10,000 a month for up to three months to help develop strategy (read: give our marketing team some clout), create content (make 10-12 epic NERF TikTok videos each month), and ultimately set the tone for NERF's debut on the social platform (please, spill the tea on how to make it to FYP).

Actress [China McClain](#) and athlete Donald De La Haye, Jr. – better known to his legions of online fans as [Deestroying](#) – kicked off the Nerf CTO search today with a call to action on TikTok for fans to apply for this one-of-a-kind dream job. Creators based in the U.S. and aged 18+, can post their best NERF-related TikTok video using the hashtag #NerfApplication and tagging @NERF between March 26 and April 4, 2021. Applicants are also encouraged to follow the official [NERF TikTok](#) account.

"While the NERF Global Marketing team really is best-in-class at what they do in terms of creativity and connecting with our fans, we admit we could use some help as the brand steps into the world of TikTok. We're ready to hand over the social reigns to one talented creator to run the NERF TikTok account," said Teresa Pearson, Senior Director, Global Brand Strategy & Marketing for NERF. "This position isn't all fun and Nerf battles, though we imagine that will certainly be a part of it. The Nerf CTO will get hands-on, real life job experience working on the NERF Team during a very exciting time in our brand's history.

The ideal CTO candidate is a NERF enthusiast and TikTok extraordinaire with good comedic timing and solid editing skills, who knows their way equally well around a ring light and a NERF blaster. They must also be a team player which means accepting some of their future NERF teammates aren't willing to give up their skinny jeans and side parts. And, along with a big title comes big perks, including an awesome stash of NERF blasters and swag, real money, and a lifelong flex as the first Chief TikTok Officer in the history of the NERF brand.

To view the full NERF CTO job description, including additional information and requirements for application, click [here](#). To see what NERF has been up to in the social space so far, check out the NERF [Instagram](#), [Facebook](#), and [YouTube](#) channels.

**NOW HIRING!**

**NERF CTO:**

**CHIEF  
TIKTOK  
OFFICER**