



Media Planner, Global Media

Montreal - Full-time - 744000075067970

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This role is responsible for **strategic and tactical media planning and execution** for your assigned brands. Act as the key liaison between Brand, Channel Management, Local Planning, and external partners to develop global media campaigns covering in North America (United States and Canada) and EMEA (Europe, Australia, MENA).

You will join the Brand Media Planning team within the Global Media Publishing department, which consists of two other teams: Portfolio & Media Transformation in charge of media strategy for cross brands topics (e.g., Ubisoft Store) as well as Channel Management & Data Operations in charge of execution of media campaigns and ad tech topics.

WHAT YOU'LL DO

Drive Audience & Media Strategy

- Lead the development and presentation of annual global go-to-market (GTM) media strategies, partnering closely with Brand, Channel Management, Local Planning, XF teams, and external partners and agencies.
- Define audience segmentation and translate marketing audiences into actionable media audiences using internal and external data, including platform addressability, overlap, and incremental reach.
- Create comprehensive strategies that outline objectives, budget allocations by pulse point, channel mix (digital and offline), creative and tactical orchestrations, and measurement frameworks aligned with global best practices and brand priorities.

Lead Tactical Planning & Execution

- Own the workback schedule and ensure all campaign milestones and deliverables are met on time.
- Collaborate with Brand and GBPM to align creative and media strategies and ensure timely delivery of required assets and spec sheets.
- Oversee financial operations through internal tools (Megabase, MINT, Lynx) including comprehensive budget tracking, PO creation, monthly reception logging, and invoice approvals.

Deliver Performance Reporting & Insights

- Lead campaign measurement and reporting (mid-flight and post mortems) and monitor performance and pacing in real-time, optimizing in partnership with Channel Management and

external partners and agencies.

- Work with Channel Management, Local Planning, external partners and agencies, and Marketing Analytics to retrieve insights and synthesize performance learnings into actionable recommendations.
- Present results and takeaways to Brand and Media leadership to secure alignment and continuous improvement.

Advance Media Expertise & Innovation

- Continuously improve planning and reporting tools and processes. Foster a test-and-learn culture by identifying new formats, channels, targeting tactics, and measurement approaches.
- Build strong partnerships with key media vendors to stay up to date on industry trends and platform updates. Partner with them directly to plan and execute innovative, high-performing campaigns.

WHAT YOU'LL BRING

- Prior experience in media planning is required, including deep knowledge of YouTube and paid social platforms (e.g., Meta, TikTok, X, Snapchat).
- Highly organized and detail-oriented, with the ability to manage multiple projects and deadlines in a fast-paced environment.
- Strong verbal and written communication skills, with the ability to clearly articulate complex campaign strategies, collaborate effectively across teams, and rationalize media recommendations to gain leadership approval.
- Proven analytical skills, including the ability to interpret performance data, generate actionable insights, and contribute to clear, results-driven reporting.
- Self-motivated, proactive, and accountable, with the flexibility to navigate changing priorities and evolving needs in an agile work environment.
- Collaborative mindset with a demonstrated ability to build and maintain effective cross-functional and external partnerships.
- Fluency in English is required.
- A personal interest in video games and/or entertainment is a plus.

Ubisoft's 19,000 team members, working across more than 30 countries around the world, are bound by a common mission: enrich players' lives with original and memorable gaming experiences. Their commitment and talent have brought to life many acclaimed franchises such as Assassin's Creed, Far Cry, Watch Dogs, Just Dance, Rainbow Six, and many more to come.

Ubisoft is an equal opportunity employer that believes diverse backgrounds and perspectives are key to creating worlds where both players and teams can thrive and express themselves. When you join Ubi MTL, you discover a workplace that sparks inspiration and connection. We offer a collaborative space that provides career advancement, a host of learning opportunities, and meaningful benefits centred on well-being.

If you are excited about solving game-changing challenges, harnessing cutting-edge technologies, and pushing the boundaries of entertainment, we invite you to join us on our journey and help us create the unknown.

At Ubisoft, you can come as you are. We embrace diversity in all its forms. We're committed to

fostering a work environment that is inclusive and respectful of all differences.