



# CRM Strategy Manager

**Montreal - Full-time - 744000081017319**

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We are seeking a strategic and results-driven CRM Strategy Manager to lead the development and execution of CRM initiatives supporting Ubisoft's live service games. This role will focus on driving player engagement through seasonal campaigns, content drops, and lifecycle journeys: from acquisition and onboarding to retention and reactivation.

You will collaborate cross-functionally with Production, Brand, and Live Ops teams to ensure CRM strategies are player-centric, data-informed, and aligned with Ubisoft's goals. This is a high-impact role for someone passionate about gaming, CRM, and customer experience.

**What you'll do**

- **Strategic Planning & Execution**
  - Develop and lead CRM strategies tailored to live service games, seasonal launches, and content updates.
  - Design and optimize player lifecycle journeys, including onboarding, engagement, retention, and win-back campaigns.
  - Advocate for player-centric marketing approaches across all CRM touchpoints.
- **Cross-Functional Collaboration**
  - Partner with internal teams (Production, Brand, Live Ops, Analytics) to align CRM initiatives with game and brand objectives.
  - Coordinate campaign execution with operational teams using tools like JIRA or similar project management platforms.
- **Data-Driven Optimization**
  - Collaborate with Analytics and Data Science teams to evaluate campaign performance and identify opportunities for personalization and predictive targeting.
  - Leverage insights to refine CRM strategies and maximize ROI.
- **Innovation & Trend Monitoring**
  - Stay informed on gaming and marketing trends, competitor strategies, and emerging technologies.
  - Champion innovation in CRM tactics, tools, and player engagement strategies.
- **Quality & Governance**
  - Ensure high-quality, consistent, and brand-aligned communications across email, in-game messaging, and other CRM channels.
  - Advocate for best practices in deliverability, UX design, and compliance.

**What you'll bring**

- 2- 5 years of experience in CRM, digital marketing, or customer engagement, ideally within

entertainment, gaming, or tech industries.

- Proven success in developing and executing lifecycle marketing strategies and personalized campaigns.
- Strong analytical skills with experience interpreting CRM performance data and applying insights.
- Proficiency with CRM platforms, marketing automation tools, and project management systems.
- Excellent communication and stakeholder management skills.
- Bachelor's degree in Marketing, Business, or a related field.
- Passion for video games and understanding of gamer behavior is a strong asset.
- Fluency in French

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.**