



Manager, CRM Strategy

Montreal - Full-time - 744000090790676

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Games industry evolved towards services and the need to win a good share of players' entertainment time. Acquiring new customer is one of the challenges, the other is to keep them in Ubisoft ecosystem. The service that Ubisoft will provide all along the gamer journey will make the difference among a highly competitive market. The communication towards gamers has to be multichannel and personalized. Send the right message, to the right person, at the right moment, through the right channel and right device.

Ubisoft operates on a wide variety of owned channels (email, web banners, in-game news, console hubs, mobile notifications...) with specific tools, collaborating with varied clients like Ubisoft HQ, Global Brand Publishing, and production teams from all over the world.

The CRM Strategy activity aims at improving the company's acquisition, retention and monetization, ensuring player satisfaction at each step of their consumer /or gamer journey. Leveraging the power of data and multiple reach opportunities of CRM channels, the game strategy activity helps create 1-1 relationship with Ubisoft clients and ultimately drive loyalty within Ubisoft's ecosystem.

In this context, the CRM Strategy team is looking for a Manager, reporting to the CRM Strategy Director, to lead a team of CRM Strategists handling a diverse portfolio of games.

Key Responsibilities

- Lead and manage a team of CRM Strategists, fostering a collaborative and high-performing environment.
- Oversee onboarding, coaching, mentoring, and performance management to support team growth and development.
- Provide hands-on support in day-to-day CRM strategy operations, including selecting appropriate CRM channels, defining target audiences, crafting impactful messaging strategies, and delivering comprehensive reporting.
- Guide the team in building Game Lifecycles for a portfolio of titles - user journeys across multiple touchpoints, including setting the strategy, developing objectives, evaluating resource levels, and measuring results.
- Partner with Analytics and Data Science teams to help apply data to marketing tactics and audience segmentation on all CRM channels, and to help understand effectiveness and performance.
- Support and elevate team interactions with key stakeholders, including Global Publishing Brand Managers, Game Production Teams, Marketing Analytics, Audience & Data Science Teams.
- Communicate with senior management on an ongoing basis regarding team evolution, campaign performance results, process improvements, transversal projects.

- 5-7 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.
- Driven, enthusiastic leader who can influence the broader organization with a clear vision and storytelling.
- Solid organizational and project management skills, including the ability to manage and prioritize multiple projects, deadlines and work streams.
- Creative problem-solving skills with a focus on efficient execution while balancing big-picture thinking.
- Proactive & independent, always looking for ways to take initiative and improve existing programs/processes.
- Strong analytical skills with experience interpreting CRM performance data and applying insights.
- Excellent communication and stakeholder management skills.
- Passion for video games and understanding of gamer behaviour is a strong asset.
- French language skills are a plus.

We embrace a hybrid work model helping you stay connected with your team and aligned with business priorities, while giving you the opportunity to maintain your work-life balance. Note, that some roles are fully office-based and are not eligible for hybrid work.