



# Esports Brand Manager

**Montreal - Full-time - 744000099661796**

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We are looking for an Esports Brand Manager to join the ranks of our North America regional esports team. Reporting to the Associate Director of Esports in North America, you will contribute to shaping the NA marketing & content strategy, local marketing tactics, and supporting creatives to develop R6 NA esports ecosystems. Your brand management expertise, strong organizational skills, and an eye for detail will empower the team members to design an ambitious and effective campaign.

## **WHAT YOU'LL DO**

### **Oversee NA Marketing & Content Tactics and Their Execution**

- Gather expertise from all project stakeholders and use market & consumer data to enrich discussions and drive decisions on a NA regional level.
- Build the NA marketing & content strategy, including consumer insights, situational analysis, and competitive insights.
- Develop content strategy & schedule for social media and broadcast to effectively promote all esports products within the North America region.
- Develop local co-streaming and broadcast strategies in collaboration with NA product managers to drive NAL ecosystem visibility & R6 share revenues.

### **Build Original Content & Creative**

- Brief internal/external agencies and lead the production of diverse creative assets such as, social media graphics, videos, and trailers with an ROI driven/agile mindset.
- Collaborate with the Global Marketing team to develop amplification & channel strategy to optimize NA ecosystem awareness & player engagement.
- Manage the ideation process for regional content with orgs & third-party vendors/partners to better showcase NAL BR6 leagues & other regional-level competitions.
- Manage marketing and content budgets for assigned projects, programs, and initiatives, and facilitate payments as per Ubisoft policy.

### **Provide Operational Support & Foster Collaboration**

- Collaborate with NA esports product managers & partners to establish engaging & consistent broadcast narratives across all Esports products in the zone.
- Collaborate with Ubisoft's US engagement hub to develop, grow, and nurture a local content creator strategy for the BR6 NA ecosystem's viewership.
- Collaborate with the global marketing and comms teams to create synergies between global and regional marketing and comms, to boost the impact of our pulse points and overall campaigns.

- Follow esports industry marketing trends and regularly share key benchmarks that could help strengthen our strategies.

## **WHAT YOU'LL BRING**

- You have prior marketing experience in the video game sector or in entertainment in general, and you are at ease working in an international context with remote team members.
- Experience & knowledge of the NA zone is recommended. Practical experience in the Esports field would be a real asset.
- Must have a rigorous, tactful, and creative mindset, with strong communication skills. Fluent in English.
- Wants to work in a diverse international environment with people from various continents and backgrounds.
- Demonstrated ability to take ownership and responsibility for projects. Anticipates problems, marshals resources, and does what it takes to get the job done.
- Be curious about innovative projects in the regional market, amongst competitors, etc., and share with the larger global team.
- Has deep knowledge of the esports landscape, especially FPS games, ecosystems, competitions, formats, organizations, and major service providers in the industry.
- Hard skills: Experience with MS Suite (Excel, Teams, SharePoint, etc.), Miro, Discord, and basic Photoshop skills are helpful
- Soft skills: research, writing, collaboration, communication, organization, adaptation to change skills, and presentation skills.
- Fluency in French.

Ubisoft is a global leader in gaming with teams across the world creating original and memorable gaming experiences, from Assassin's Creed, Rainbow Six to Just Dance and more. We believe diverse perspectives help both players and teams thrive. If you're passionate about innovation and pushing entertainment boundaries, join our journey and help us create the unknown!

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.