Content Creators Manager

Montreal - Full-time - 744000111881795

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The mission of the local Content Creators Manager is to drive and execute the worldwide publishing strategy for Content Creators across the Canadian region.

The Content Creators Manager will be a key ambassador for the company in both outreach for new creators as well as 1:1 relationships with existing creator advocates in order to secure effective, engaging and innovative earned content for Ubisoft's portfolio of games. The local Content Creator Manager also manages paid activations that support our pre-launch, launch and post-launch marketing pulse points in order to achieve our common objectives of viewership and engagement.

They play a key role in the deployment and growth of the strategic Ubisoft Creators program that aims at enlarging our pool of Creators by providing them with more services and content: the local Content Creator Manager's role is to promote the program and onboard new creators, to encourage creators to participate in activations and to provide them with ongoing support. The local Content Creator Manager will also collaborate with local, regional and central teams on activities, as well as providing insights and best practices to enrich the Ubisoft Creator ecosystem.

Utilizing a "player-centric" mentality and using their knowledge of videogames, entertainment and pop culture, Content Creator Managers will drive awareness, engagement, and growth of Ubisoft's player base.

WHAT YOU'LL DO

- Manage daily interactions with Creators, act as spokesperson for assigned projects.
- Advocate for creator initiatives that will improve acquisition, retention, and growth.
- Research, evaluate, outreach and own communication with a vast amount of content creators across all platforms
- Support deployment of the Ubisoft Creators Program: applications vetting, local promotion, business requests management, etc.

- Support titles in Ubisoft’s portfolio by activating content creators across all platforms.
- Help produce, edit, and present materials including pitches, Q&As, talking points, capture guidelines and presentations
- Coordinate distribution of b-roll packages, creator kits, and any other digital or physical items associated with our creator campaigns.
- Deliver timely and informative reporting on CC activities, coverage, opportunities, successes, and creator feedback.
- Assist in the planning and execution of capture events both physical and digital for live and unreleased titles.
- Collaborate with internal and cross functional stakeholders worldwide

Your main KPIs will be the following :

- Global financial year objectives.
- Delivery of product local creator planning.
- Delivery of Reporting at agreed cadence.
- Personal financial year objectives.

Campaign Metrics :

- Viewership per pulse point (CCV and Hours watched)
- Recruitment and loyalty for Ubisoft Creators Platform

- Creators retention and activity
- Viewership engagement / sentiment

WHAT YOU'LL BRING

- Good co-ordination capabilities, as well as strong collaboration and communication skills, both written and verbal
- Proven experience in Creator relations and / or Digital marketing.
- Avid consumer of Creator content across all platforms.
- Fluent in French and English
- Strong knowledge of the Canadian market and its specificities
- Capacity to convince and negotiate.
- Ability to identify trends, opportunities, and relationships within the online gaming community and to leverage them to drive innovation.
- Ability to deliver concise qualitative and quantitative reporting.