



# Marketability Director

**Montreal - Full-time - 744000136502838**

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Define and manage a product's marketability to ensure its desirability, consistency, and clarity of value proposition to players. Develop a strategic framework to guide development teams and inform go-to-market strategies through clear, consistent, and actionable marketing foundations.

## WHAT YOU'LL DO

- Define the fundamentals of the product's marketability, including its core elements, positioning, USPs, visual and verbal identity, as well as the principles that ensure consistency, differentiation, and continuity across products.
- Develop and evolve the product's marketing vision to ensure its relevance to players, consistency across experiences, and alignment with business goals.
- Define marketability guidelines for content themes, products, and new features to ensure they align with the product's positioning, player expectations, and development objectives.
- Collaborate closely with the Go-To-Market Director to ensure that the product's foundations meet marketing and business needs as well as market realities.
- Provide development teams with player insights (motivations, perceptions, feedback, reception of new features), market trends, and business needs to ensure a player-centric approach to product development.
- Act as a spokesperson for players in discussions regarding product evolution and evaluate content decisions through the lens of marketability.
- Initiate marketability strategies to enhance the product's desirability and ensure consistency across all its dimensions.
- Collaborate with insights teams and marketing experts to identify growth opportunities, emerging expectations, and market trends.
- Translate product changes (features, content, monetization, new releases) into value propositions, documentation, and content that can be leveraged by Go-To-Market, Business, and marketing partner teams.
- Develop the marketability deliverables necessary for understanding and promoting the product, including product bibles, naming frameworks, build & capture guidelines, and product understanding content.
- Define marketability asset requirements and guide their production in collaboration with the Go-To-Market and Creative Services teams to support business needs, promote USPs, and ensure product consistency across marketing touchpoints.
- Ensure that business priorities and Go-To-Market needs are factored into marketability outputs to maximize their relevance and impact.
- Define and track marketability and product desirability metrics to assess the resonance of the positioning, player perception, and the product's marketing health.

- Develop measurement approaches to evaluate marketability performance (brand equity, intent-to-play, excitement metrics, reception of new features, etc.) and identify opportunities and risks.
- Conduct regular reviews to identify lessons learned, benchmark market trends, and inform future product direction.
- Manage and develop a team of Marketability experts covering Product Marketing and Product Management.
- Foster a culture of product expertise, collaboration with development teams, and marketing consistency.
- Support employee development through coaching, clear prioritization, and growth opportunities.
- Perform all other related tasks.

## **WHAT YOU'LL BRING**

- A university degree in a relevant field or equivalent education.
- At least 7 to 10 years of experience in video game marketing or other relevant experience in product positioning and strategy.
- Leadership and excellent interpersonal communication skills
- Ability to manage and adapt to change
- Ability to work effectively on multiple projects simultaneously
- Results-oriented and committed to serving stakeholders
- Ability to defend one's point of view, even when it is unpopular
- Ability to delegate and empower others
- Functional bilingualism (French and English)
- In-depth knowledge of the video game market and industry
- Human resources management skills
- Ability to incorporate a creative vision into the development of marketing products, taking into account market trends and player expectations