



Product Director - Mkg

Montreal - Full-time - 744000148517930

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The Product Director - Marketing will define the game's positioning and articulate it into a communications & marketing plan and a communication strategy. As part of the game core team, the marketing product director is responsible to shape and enrich the definition and the appeal of the product to ensure its marketability and ensure it matches players' needs and stands out on the market.

WHAT YOU'LL DO

Product Definition and Positioning

- Define the key elements of the product offer (audience, value proposition, market segment).
- Own the positioning of the product with the buy-in of HQ and Publishing / Go-To-Market teams
- Channel the creative vision of the product to maximize its marketability potential.
- Strategically guide and refine the product definition with the core team.
- Contribute to business choices for the product: business model, sales objectives, SKU choices, and financial strategies based on market and player insights.

Communication and Marketing Strategy

- Orchestrate the communication strategy until the announcement and anticipate go-to-market needs: define the marketability pillars (key themes, key messages, tone) and co-define marketing assets with Publishing teams.
- Contribute to defining the assets required for the overall campaign in collaboration with Publishing teams
- Post-announcement, support the execution of the communication campaign: review and provide feedback on assets, guide choices based on product knowledge, and support agencies in asset execution.

Audience and Market Analysis

- With the support of User Research and Market Data teams, bring a 360° understanding and knowledge of the audience and market to the core team.
- Secure, harmonize, and analyze the data and surveys necessary to prioritize and leverage

audience and market insights.

Documentation and Internal Communication

- Drive the formalization of all elements constituting the product (game bible, style guides, 360° vision).
- Contribute to or lead game preparations and presentations.
- Be the product ambassador toward company stakeholders: brief and rally them around a common vision.
- Embody the product vision for the teams working on it: evangelize and inspire.

Content Consistency and Differentiation

- Ensure game content aligns with the product positioning.
- Contribute to differentiation (artistic direction, value propositions, etc.).
- Help prioritize features and guide production teams with benchmarks and industry trends.

Brand Alignment

- Align the product with the brand it belongs to.
- For a stand-alone product, produce foundational brand work to define the product's scope.

Resource Management

- Define and manage the resources required to operate the product strategy throughout its lifecycle (team, budget).
- Initiate and develop business opportunities (partnerships, extra-gaming activities, etc.).

WHAT YOU'LL BRING

- Relevant university degree or technical training.
- Minimum 7-10 years' experience in marketing for game production in a specific work unit or other relevant experience. Previous experience on multiplayer and live-service games is a plus.
- Leadership.
- Excellent communication skills.
- Human resource management skills.
- Ability to manage and adapt to change.
- Ability to work effectively on concurrent projects (multitasking).
- Results focus.
- Client and customer service focus.
- Ability to defend one's point of view, even when unpopular.
- Ability to delegate and create accountability.
- Bilingualism (French-English).

- Extensive knowledge of the video game market and industry.
- Ability to incorporate a creative vision into marketing product development, considering market trends and players expectations
- Ability to take into account several data sources