Monetization Director

Montreal - Full-time - 744000158772180

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As Monetization Director, the incumbent will be responsible for defining a long-term monetization strategy which respects the core values of the game and creates an optimal player experience.

They will collaborate with the production teams to prioritize monetization opportunities based on key performance indicators.

WHAT YOU'LL DO

- Define a sustainable monetization strategy which is in line with the game's vision.
- Collaborate with the production team to ensure monetization strategy is integrated into the core gameplay features
- Promote a holistic monetization strategy with the goal of improving retention and increasing in-game revenue, while respecting the player experience
- Responsible for the monetization strategy and management of the in-game virtual store including catalog and pricing strategy for micro-transactions
- Collaborate with operational teams to maximize post-launch campaign efforts
- Analyse the impact of changes in the game, identify opportunities that will have a positive impact on monetization
- Collaborate with the production team to ensure post-launch deliverables respect the monetization strategy and timeline
- Define key performance indicators (KPIs) related to monetization, analyse KPI reports and share information with production teams to identify and predict trends
- Monitor trends on monetization to identify best practices, achieve optimal results and innovation
- Ensure compliance with the Ubisoft's standards and monetization practices

WHAT YOU'LL BRING

- University degree in management, business, or economics
- 7 years or more experience in managing digital business operations or any other relevant fields
- Excellent understanding of acquisition, retention, and monetization concepts
- Pragmatic and curious
- Detail oriented

- Excellent understanding of the video game market and its consumers
- Ability to build and maintain organizational relationships
- Excellent planning and organizational skills
- Excellent analytical and synthesis skills
- Motivated by an industry and a constantly changing agile environment