Sr Community Developer - Splinter Cell

Toronto - Full-time - 744000162541249

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The Senior Community Developer is a leader in creating global community engagement strategies that support player retention inside & outside of their experiences with our games. They will be responsible for establishing and growing our global communities around Ubisoft's games with a proficiency in player communications, game improvements and feedback cycles, and deployment and maintenance of best practices. As a key strategic partner, they will prioritize global business growth opportunities by collaborating with transversal stakeholders as they lead the global community strategy, creating and executing global plans, and work with a distributed international team that is focused on building relationships and earning trust with players around the world. This position will also provide their expertise to peers and cross functional team members to drive collaborative planning, develop strong synergies, and execute commitments at high quality standards. As a leader in the global community team, this position will be integrated with lead development studios.

WHAT YOU'LL DO

- Develop and execute community strategic plans through a variety of content tactics which support Production objectives and augment the overall marketing strategy.
- Coordinate communication, activities, and initiatives with multiple global departments for consistent and cohesive messaging.
- Leverage Community Managers, transversal teams, and relevant partner resources to create meaningful content for our players (example: blogs, podcasts, interviews, infographics, & more).
- Act as one of the spokespersons for the assigned brand(s). Coordinate community-centric events including, but not limited to: studio visits from fans, developer dialogues, and tournaments.
- Collaborate with portfolio's Social Media Manager to define and report on content KPI's to demonstrate success and ROI of community programs and content.
- Support internal & external milestones, such as betas and launches, to ensure KPIs are met & to advocate for player experience.
- Act as a primary representative for players' needs within Production and Publishing teams to positively influence development and communications positioning on behalf of our players and business objectives.
- Shape player feedback cycles and provide insights to Production and Publishing teams to influence game experiences, stimulate user retention, and assist in positioning messaging and marketing beats.
- Collaborate and coordinate with live teams for post-launch communication. Set expectations on applicable situations such as patch content, status, and delivery.

- Manage and produce internal reports on community feedback, activity & expectations.
- Serve as an identified subject matter expert for both the project and the wider global Community team, and act as a mentor to Community Managers and peers.
- Operate with an ROI-centric mindset by making calculated decisions that promote efficiency while remaining strategic with available resources.
- Lead the way in defining best practices to drive impact and proactively share these with the wider Community team.
- Identify and capitalize on opportunities for synergies between cross-functional teams.
- Lead transversal initiatives to support department objectives and key results.
- International travel may be required.

WHAT YOU'LL DO

- Extensive experience managing online communities and leading the development of strategic plans or programs with demonstrable success.
- Extensive experience in the gaming industry with multiple gaming platforms, genres, and AAA game launches (required).
- Extensive knowledge of social media platforms (Facebook, twitter, blogs, etc.) is required.
- Experience working in a demanding Production environment, with multiple deadlines, objectives, and stakeholders.
- Strong understanding of building and maintaining the growth of video game communities as well as developing and executing strategic player engagement plans.
- Proven track record of working with various stakeholders to filter and implement player feedback.
- Experience in social media marketing is a strong plus.
- Experience with digital asset creation (video, photo, pod casts, etc.) a strong plus.