Product Manager - Marketing

Montreal - Full-time - 744000163888699

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Define and lead marketing strategies for Rainbow Six Siege’s microtransaction (MTX) products to maximize their appeal, adoption, and conversion.

Translate the marketing vision, product roadmap, and business priorities into high-performing and engaging monetization campaigns, while overseeing the execution of marketing plans for key products across the portfolio, including Membership, Battle Passes, Event Collections, and Elite and Paragon skins.

WHAT YOU'LL DO

Strategy & Campaign Ownership

- Define marketing strategies for MTX products in alignment with the annual vision, product roadmap, business priorities, and player expectations to strengthen product appeal, perceived value, conversion, and sustainable monetization.
- Lead marketing campaigns for the game's key monetization products, including Virtual Currency packs, Membership, Battle Passes, Event Collections, and Elite and Paragon skins, ensuring consistency, player relevance, and business impact.
- Work closely with the Monetization, Marketability, Audience, GSI, and Marketing Analytics teams, as well as the Growth Marketing Manager, to leverage player insights, performance learnings, and growth opportunities to continuously improve monetization strategies.
- Ensure strategic consistency, knowledge sharing, and alignment of approaches across key marketing beats.
- Contribute to the evolution of future monetization strategies by sharing recommendations and insights drawn from campaign performance, player feedback, and market trends.

Campaign Execution & Optimization

- Lead monetization marketing campaigns to ensure consistency, quality of execution, and alignment with business objectives.
- Define the production strategy for MTX marketing assets to effectively support various marketing channels and activations.
- Brief internal creative teams and external partners on the development of creative concepts and MTX marketing assets, ensuring consistency, product appeal, and alignment with marketing priorities and player expectations.
- Work closely with Core Services teams to ensure strategic consistency, complementary activations, and alignment around monetization objectives.
- Develop paid media briefs and collaborate closely with Media teams to optimize MTX campaigns and maximize their performance.

- Work closely with CRM teams to develop personalized approaches tailored to player behaviors, in-game preferences, and conversion opportunities.
- Collaborate with Sales and Partner Marketing teams to ensure MTX product visibility, align platform opportunities with marketing priorities, and maximize the commercial performance of activations.
- Work closely with Esports Brand Managers to effectively integrate Esports MTX campaigns into the broader monetization marketing strategy, align player-facing assets and messaging, and facilitate campaign rollout.
- Monitor campaign performance and identify optimization opportunities to continuously improve MTX product appeal, adoption, and conversion.
- Work closely with Seasonal Engagement teams to ensure consistency between the game's seasonal pillars and monetization campaigns.
- Recommend and implement process improvements to increase campaign efficiency and effectiveness.

Team Collaboration & Development

- Supervise and mentor an intern in campaign execution, operational follow-up, and the development of their marketing skills.
- Demonstrate initiative, a collaborative mindset, and strong product and business expertise to contribute to the continuous improvement of monetization performance.

WHAT YOU'LL BRING

- University degree or technical training in a relevant field.
- Minimum of 2–3 years of experience in marketing or other relevant experience.
- Strong leadership skills.
- Excellent communication skills.
- Ability to adapt and manage change.
- Results-oriented mindset.
- Customer-focused mindset.
- Ability to effectively manage multiple projects simultaneously.
- Ability to advocate for your perspective, even when it is unpopular.
- Bilingualism (French and English).
- In-depth knowledge of the video game market and industry.