



Product Director - Marketing - Rainbow Six Siege

Montreal - Full-time - 743999986674051

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As Product Director - Marketing on Rainbow Six Siege, you are responsible for the game's positioning framework, and its articulation into actionable marketing & communication strategies, through the development of assets and initiatives that support our live operations.

This is a highly collaborative role that is embedded within the production team and interfaces with multiple disciplines and teams, leveraging diverse expertise and talent to deliver a product- and player-focused strategy to increase engagement and retention.

As the guardian of brand image and perception, you are the liaison between our development and publishing teams, and ensure that the game's creative vision is carried out successfully towards our players - both current and potential - while serving operational marketing needs.

What you'll do

- Develop adequate and innovative live marketing & communication strategies to support our seasonal content releases, in-game activities, eSports events, ad-hoc initiatives and long-term objectives;
- Supervise the creation of all hero assets and key marketing deliverables in collaboration with the Brand Art team, internal Creative teams and external partners;
- Collaborate with operational marketing teams to ensure the proper deployment, coherence and consistency of the communication strategy and assets declinations through all touchpoints;
- Coordinate across teams to deliver best-in-class on- and off-line events with a focus on strengthening brand unity, while increasing engagement and broadening our reach;
- Partner with Strategic Insights teams to validate frameworks and creative, gather player insights, address feedback and eventually help steering game content developments;
- Research and monitor market trends to identify exposure and innovation opportunities and guide the Product Marketing team to act upon them;
- Oversee internal and external presentations for the game, and maintain a constant dialogue with the game development team and publishing stakeholders;
- Lead and coach the Product Marketing team, with a growth mindset and a bottom-up approach that empowers employees, nurtures innovation and strives for excellence;
- Oversee the marketing team's budget and track ongoing projects and new initiatives;
- As a direct report to the Brand Director, contribute to the development of the Rainbow Six' brand DNA and blueprint through support, collaboration and alignment with other product and brand teams.

What you bring

- University degree in Marketing, Business Administration or related field;
- 10+ years of experience in successfully bringing AAA game(s) to market, and/or increasing awareness/engagement/conversion through live marketing operations, including 3+ years in team management;
- Leadership and people management skills, capable of mentoring and providing a thriving environment to a team of expert marketing product managers;
- Results-oriented and customer-focused (both internal and external);
- In-depth knowledge of the market, trends and the video game industry in general;
- Great collaboration skills combined with an ability to understand and address challenges stemming from diverse videogame production and marketing professions;
- Excellent communication, presentation and interpersonal skills;
- Flexibility to adapt to whatever the production brings and an ability to manage efficiently several projects simultaneously.

Charles-Antoine and Marie, our talent acquisition specialists, will analyze your application. Please send us a **portfolio** of your best work (you can attach images or provide us with a password link) as well as your **CV** highlighting your education, experience and skills.

Please note that our positions are hybrid, but if you reside outside Quebec or Canada, relocation will be necessary. If you require a work permit, your eligibility will depend on your education and relevant work experience, as required by the government.

We look forward to reading your application ! ☐