



Product Manager (Marketing) - (Far Cry project)

Montreal - Full-time - 743999993246185

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When you're a Marketing Product Manager at Ubisoft, you drive individual marketing initiatives from creative concept to launch to provide players with opportunities to further engage with a brand. Be it a trailer, event, or in-game cosmetic, every one of your products enriches the overall experience of a game, adding to its initial offering.

You have the ability to navigate between vision, strategy, and hands-on implementation – oftentimes, simultaneously. Dedicated to maintaining a deep understanding of our community, you always stay player-centric. You know that great product marketing comes down to empathizing with your audience – and catering specifically to them.

What you'll do

- Work closely with production teams to understand the game's **brand identity**, target market, and creative vision + stay up to date on its content release schedule;
- Come up with product ideas that fit the feel of the game and **enhance** its intended experience.;
- Pitch your **concepts** (and showcase their value and purpose) + validate, discuss, and refine them with interdependent teams;
- Define product priorities and **strategies** + manage the marketing roadmap and communication timelines;
- **Collaborate** with cross-functional teams (monetization, brand, external specialists, business, public relations, etc.) to develop and execute products, rallying everyone behind them;
- Partner with consumer research and community management to gather player insights + **understand** and address feedback and performance, sharing your learnings across the production floor;
- Research and monitor **market trends** to identify exposure opportunities.

What you bring

- An undergraduate degree in Marketing, Business, or equivalent;
- Around 3 years of product management or marketing experience (or related experience);
- Understanding of pop culture and the video game production process;
- A highly collaborative spirit (building and delivering products is a huge team effort, after all);
- Ability to translate analytical findings into actionable insights to inform decision making;
- A healthy regard for feedback: it's data, which you consider to be a powerful tool;

- Excellent prioritization, interpersonal, and communication skills + an eye for detail;
- An adaptable approach to presentation: you can read the room and adjust your delivery accordingly;
- A whole lot of flexibility to handle the many changes that will come up throughout production: you can respond to (and perhaps even relish?) moments of unpredictability.

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 ! ☐