



# SOCIAL ENGAGEMENT MANAGER CANADA

**Montreal - Full-time - 744000007276185**

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The Local Social Engagement Manager's mission is to coordinate all marketing actions on the Ubisoft strategic portfolio for their territory and to develop reach and engagement with local audiences of players through Social Channels to drive acquisition, retention and monetization supporting the Global Marketing strategies. They manage the local social ecosystem by publishing content provided by Central teams while also developing a local tone of voice by developing and publishing local content created internally or with partners.

Additionally providing LOC quality checks for Global assets (e.g. pack shots, leaflets, trailers) as required.

**In this role, your responsibilities will include:**

- Act as the main point of contact for management of social media channels (Facebook, Twitter, Instagram, TikTok, Threads) for their territory and collaborates with the Global Social Media team, coordinating a local social calendar for content for Ubisoft brands across the local social channels.
- Global Calendars & Content:
  - Publish content delivered by Global Teams and localize copy (where necessary, e.g. translate to FR-CA) posting on FB, IG & X via the social posting tool and ensure reporting dashboards are accurate.
- Local Calendars & Content:
  - Develop local social plans for specified new releases & top performing live games including a content summary with clear KPIs (Imps, Views, Eng%) to support key products complimenting the product's Global calendar. Local product plan social content to be produced internally or via partners (e.g. social agency, content creators).
  - Provide adhoc local post support for active live games, Back Cat products & Ubisoft corporate or multi-brand content.
  - Manage local content creation budget following the finance processes.
- Local Content Creation:
  - Support the local product plans & live games with internally or partner created social content which adheres to the product's positioning, tone of voice & premium presentation following a consistent local social content approach.
  - Develop knowledge and experience of using creative programmes (Adobe Photoshop & Premier Pro) to aid your ability to internally create local social content.
  - Manage the agency and partner relationships and briefs to support local plans.
- Foster a positive presence on the local social channels interacting with comments adhering to internal guidelines.
- Collaborate positively with the other local teams (Creators, Comms) to support and amplify

any relevant activations.

- Reporting
  - Track local plan delivery per pulse point to monitor plans.
  - Contribute to Regional Newsletter updates providing key highlights of local support of the pulse point.
  - Provide a monthly summary report of the local social channel performance for Global & Local posts & key learnings.
  - Share your creative best practice & content with other Regional & Local Social Media teams.
- Other Responsibilities
  - Positive attitude to working independently and collaboratively with teams in Canada and internationally.
  - LOC Quality Checks: Based on Global requirements provide Quality Checks for FR-CA assets to ensure they are accurate & FR-CA translations are correct.
  - Hybrid role requires weekly office attendance at the Montreal Studio office.
  - Additional tasks upon request which fall within the area of social engagement.

**Your main KPIs will be the following:**

- Global FY objectives.
- Delivery of product local social plan post volume and imps/views.
- Delivery of Reporting at agreed cadence.
- Personal FY objectives.

**Desired role requirements:**

- Positive team player and contributor.
- Previous experience in Social Media and/or Community Management.
- Strong knowledge of Social Media best practises (content, publishing do's & don't, algorithm rules, etc) and KPIs.
- Expertise in photo-editing and video-editing software (Adobe Creative Suite, - i.e. Photoshop, Premiere Pro & CapCut).
- Capability to work with creative resources from briefing to approval.
- Strong copywriting skills.
- Analytical skills to measure the performance of a campaign / an asset.
- Strong coordination capabilities, collaboration skills and open to feedback.
- Strong knowledge of the Canadian market and its specificities.

*Ubisoft offers the same job opportunities to all, without any distinction of gender, ethnicity, religion, sexual orientation, social status, disability or age. Ubisoft ensures the development of an inclusive work environment which mirrors the diversity of our players' community.*