Marketing Product Manager

Montreal - Full-time - 744000138924864

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As a Product Manager at Ubisoft, you will be responsible for defining and leading the product marketing strategy for a Rainbow Six title in order to develop a clear and distinctive positioning, enhance the game's appeal, and lay the marketing groundwork necessary for its commercial success.

You will be able to translate the game's creative vision, player expectations, and market trends into marketing strategies, messages, and assets that support product development and prepare for future launch campaigns.

WHAT YOU'LL DO

- Define the product positioning, target audiences, value propositions, USPs, and key messages for this Rainbow Six title.
- Develop a deep understanding of the game, its genre, its market, and its players in order to become the primary marketing expert for internal teams.
- Identify opportunities arising from PC market trends, the indie ecosystem, and competitive benchmarks to continuously refine the product's positioning and differentiation.
- Collaborate closely with development teams to provide a marketing and player perspective on features, gameplay systems, and creative directions when relevant.
- Contribute to strategic discussions for the project to enhance the game's appeal and commercial potential.
- Develop foundational marketing assets to effectively present, explain, and promote this title to marketing teams, partners, and players.
- Produce product reference materials, including product pitches, deep dives, dev diaries, gameplay presentations, FAQs, and other content that fosters a deep understanding of the game.
- Ensure consistency in messaging, narratives, and produced assets throughout development.
- Collaborate with the Marketing Publishing team to ensure the product's foundational elements are effectively communicated to marketing campaigns.
- Work closely with the development teams to ensure a shared understanding of the product's positioning, strengths, and opportunities.
- Collaborate with the Research, User Research, and Analytics teams to continuously deepen our understanding of players, the market, and the competition.
- Identify and recommend improvements to enhance the product's appeal and the quality of the marketing foundations developed during production.

WHAT YOU'LL BRING

- Demonstrate strong expertise in PC gaming, the indie ecosystem, and player expectations to effectively guide product marketing decisions.
- Excellent ability to synthesize and simplify information to transform complex topics into clear, engaging, and actionable messages and content.
- A bachelor’s degree in marketing, business, or the equivalent.
- An understanding of indie culture and the video game production process.
- A collaborative spirit.
- Excellent interpersonal and communication skills, along with attention to detail and a sense of priorities.
- A flexible approach to presentations: you can gauge an audience’s reaction and adapt your style accordingly.
- High adaptability in the face of frequent changes that occur during production.