Associate Monetization Director

Montreal - Full-time - 744000145552407

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As an Associate Monetization Director, you will assume responsibility for the design, production and operation of tactical elements of monetization strategies and mechanisms. You will also investigate and optimize purchase flows, lead discussions with LRS, publishing and other third-party partners.

WHAT YOU'LL DO

- Lead the MTX / Player Engagement team and execute the monetization roadmap.
- Drive delivery of in-game store and currency systems from design to launch.
- Define specs, support production, and align cross-functional teams.
- Build forecasting models and track performance to optimize outcomes.
- Own pricing strategy (hard/soft currency) and ongoing rebalancing.
- Lead Battle Pass strategy, including redesigns and new offers.

Live Operations:
- Own MTX pipeline (planning to integration) and manage direct reports.
- Drive annual MTX planning and per-update offer strategy.
- Oversee store operations, reporting, and continuous improvement.
- Align MTX initiatives with Marketing, Community, Online, and Live teams.

Content & Design:
- Represent MTX within Creative and validation processes.
- Define best practices for assets and monetization design.
- Develop systems and offers supporting engagement and retention.
- Lead cross-brand partnerships and licensing initiatives.

Performance & Analytics:
Own MTX reporting and performance analysis.
Partner with Analytics to drive segmentation and optimization

WHAT YOU'LL BRING

- Degree in business, economics, analytics (university, business school).
- Proficient knowledge and understanding of operational processes, enabling anticipation of concerns or issues.
- Solid knowledge of monetization and forecasting.

- Entry-level knowledge and understanding of design, economic design and business.
- Foundational technical expertise.
- Ability to collaborate and communicate with all internal teams.
- Ability to coach junior profiles.