Marketing Product Manager

Montreal - Contract - 744000149619919

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As a Marketing Product Manager within the Rainbow Six Brand Extensions team, you will help drive the expansion of the franchise beyond its core games and marketing campaigns.

Working across transmedia, licensing, partnerships and other brand extension initiatives, you will identify and develop opportunities to grow the Rainbow Six brand, reach new audiences and strengthen its long-term value.

You will collaborate closely with Marketing teams across the Rainbow Six franchise, Brand Creative Services, Core Services expert teams and external partners to ensure that every initiative reflects the franchise's identity, product visions and strategic direction.

You will also play a key role in brand governance, maintaining visibility across brand extension initiatives, providing creative and strategic guidance, and ensuring the quality and consistency of how the brand is represented.

WHAT YOU'LL DO

- Contribute to and drive the development of the Rainbow Six brand extension strategy across transmedia, licensing, partnerships and other opportunities beyond the core games.
- Identify and assess new opportunities to expand the franchise into new audiences, platforms and revenue streams.
- Develop and steer licensing opportunities and strategic partnerships in collaboration with internal expert teams and external partners.
- Partner with Core Services teams to develop transmedia initiatives aligned with the vision and positioning of each Rainbow Six product.
- Maintain visibility across brand extension initiatives and ensure alignment with the franchise's overall brand strategy.
- Provide strategic and creative guidance to internal teams and external partners throughout the development of brand extension initiatives.
- Review and approve initiatives and marketing deliverables to ensure quality, consistency and on-strategy representation of the Rainbow Six brand.
- Translate brand positioning and strategic objectives into clear briefs, communication directions and actionable plans for internal and external teams.
- Coordinate multiple stakeholders and initiatives, balancing strategic priorities, partner needs, production constraints and timelines.
- Collaborate closely with Marketing teams across the various Rainbow Six games, Brand Creative Services and Core Services to ensure consistency across the broader brand

ecosystem.
- Monitor the market, competitors, gaming communities and the broader entertainment landscape to identify relevant trends and opportunities for the franchise.
- Track the performance, impact and value of brand extension initiatives and, in collaboration with Core Services, use insights to guide future optimization.
- Support the preparation of presentations, partner discussions, events and other activities related to brand extension initiatives.

WHAT YOU'LL BRING

- A university degree in marketing, business, communications or a related field, or equivalent relevant experience.
- At least 2–3 years of experience in marketing, brand management, product marketing, partnerships, licensing, entertainment or another relevant field.
- Strong understanding of brand strategy and the ability to translate a brand vision into concrete initiatives and experiences.
- Excellent project management and organizational skills, with the ability to manage several initiatives and stakeholders simultaneously.
- Strong communication and collaboration skills and the ability to work effectively across multidisciplinary teams.
- The ability to provide clear creative and strategic feedback and confidently defend a point of view when needed.
- A proactive, opportunity-driven mindset with an interest in identifying new ways to grow and strengthen a brand.
- Strong analytical skills and a results-oriented approach to evaluating the impact and value of initiatives.
- Adaptability and comfort working in a fast-moving environment with evolving priorities.
- Knowledge of the video game and entertainment industries and a strong understanding of their audiences and trends.
- Experience with transmedia, licensing, partnerships or intellectual property management is an asset.
- Proficiency in both English and French.