Marketing Product Manager - Seasonal Engagement

Montreal - Full-time - 744000149668109

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Define and lead the marketing strategies for Rainbow Six Siege seasonal launches to maximize adoption of new content, player engagement, and positive sentiment around the game.

Translate the marketing vision, product roadmap, and marketing foundations of the product into effective and engaging seasonal campaigns, while coordinating the execution of marketing plans tied to key seasonal highlights.

WHAT YOU'LL DO

Strategy & Campaign Ownership

- Define seasonal marketing strategies in alignment with the annual vision, business priorities, product roadmap, and the product's marketing foundations to maximize adoption of new features, player engagement, and positive sentiment around the game.
- Oversee the game's seasonal campaigns through the key phases of tease, reveal, launch, and post-launch, ensuring consistency, desirability, and impact among players.
- Collaborate closely with the Marketability teams to translate product positioning, USPs, seasonal themes, and artistic direction into cohesive marketing strategies and player-facing campaigns, while sharing player feedback, engagement opportunities, and marketing constraints.
- Work closely with the Audience, GSI, and Marketing Analytics teams to understand player perceptions, expectations regarding new product features, and performance insights necessary for the continuous improvement of seasonal campaigns.
- Continuously evolve seasonal engagement strategies to limit the predictability of campaigns, renew player interest, and build excitement around key moments in the game.
- Work closely with the other Seasonal Engagement Brand Manager to ensure strategic consistency, knowledge sharing, and continuity across seasons.
- Contribute to the development of future seasonal strategies by sharing recommendations, insights, and opportunities derived from campaign performance, player feedback, and market trends.

Campaign Execution & Optimization

- Oversee seasonal marketing campaigns to ensure consistency, high-quality execution, and alignment with engagement goals.

- Define seasonal asset requirements in line with the marketing strategy to meet the needs of the teams and effectively support the various channels and activations throughout the campaign.
- Brief internal creative teams and external partners on the development of creative concepts and seasonal assets to ensure consistency with marketing pillars, team needs, and player expectations across the campaign's key milestones.
- Present and align the seasonal marketing strategy with the Core Services and Engagement Hubs teams to ensure understanding, buy-in, and consistent execution across the various player touchpoints.
- Monitor campaign performance, analyze results, and identify necessary optimizations to continuously improve the adoption of new features, player sentiment, and campaign effectiveness.

Cross-Functional Collaboration

- Work closely with the Community, Social Media, Communications, and Content Creators teams to develop player-centric and transparent activations, amplify key moments throughout the seasons, and ensure strong consistency across messages, activations, and direct-to-player initiatives.
- Work closely with the CRM teams to strengthen engagement among active players through approaches tailored to player behavior, key moments in the season, and activation opportunities.
- Work closely with the Esports teams to align engagement priorities, amplify seasonal campaigns, and ensure consistency in messaging and activations between marketing and the Esports ecosystem.
- Collaborate with the Monetization teams to ensure consistency between seasonal updates and monetization campaigns.
- Demonstrate proactivity, collaboration, and strong product and business expertise to contribute to the continuous improvement of engagement metrics.
- Recommend and implement improvements to optimize processes, accelerate execution, and enhance campaign effectiveness.

WHAT YOU'LL BRING TO THE TEAM

- Demonstrate strong expertise in PC gaming, and player expectations in order to effectively guide product marketing decisions.
- 3 years of experience in a similar role
- Excellent ability to synthesize and simplify information in order to transform complex topics into clear, engaging, and actionable messages and content.
- A bachelor's degree in marketing, business, or equivalent.
- 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.