



Brand Manager

Job Purpose

- Join the studio marketing team on a new AAA IP, to drive the long-term brand development and marketing roadmap for the project

Reports To

- Brand Director

Job Responsibilities

- Collaborate with production and publishing teams to define and execute the brand marketing strategy for the project, from pre-launch to live. Collaborate with operational marketing on the delivery of the marketing roadmap, including communications plan, activation strategies, content development, and first party initiatives, to create brand awareness, drive acquisition and support player engagement
- Facilitate the creation, production and delivery of best-in-class creative assets with internal teams and external partners, including developing briefs, coordinating production, and managing the process to ensure timeliness and quality
- Build a detailed understanding of the market context for the project, using consumer research and market analysis to build consumer insight and understanding, and identify key consumer and category trends. Provide information and insights to feed production and business teams, and ensure brand and product decision are informed by consumer understanding.
- Support the strategic planning for development, growth and management of the brand's community, including monitoring, building tools and providing data and insight to support the production and business teams
- Manage the presence of the game at live and virtual events, including event organisation and preparing the team, i.e. media-training of spokespeople in collaboration with international PR teams.
- Build documents for the development, strategic marketing and business teams to communicate effectively on the project, including facilitating pitches for internal and external partners, licensors and game promotional tools etc.

- Provide marketing expertise and insights throughout the game's development process, and monitor consumer and market trends, and best practices, to support creativity and innovation in the project
- Develop and analyse the key performance metrics for the marketing strategy

Skills and Knowledge

- A proactive and motivated approach and ability to prioritise a varied workload, take initiative, be responsive to deadlines in a fast-paced environment and manage multiple projects at the same time.
- A strategic mindset, with good organisational and problem-solving skills and attention to detail.
- A real passion for videogames, entertainment, and great marketing.
- Strong interpersonal skills; able to communicate confidently, professionally and proactively with a broad spectrum of people.
- Excellent written and verbal communication skills, and an eye for detail.
- Creative, collaborative and a good team player.
- Strong understanding of visual storytelling and of how to drive audience engagement.

Relevant Experience

- Experience in brand/product marketing, including experience working on videogames or other related consumer entertainment
- Demonstrable experience in building consumer communications strategies, with a focus on consumer acquisition and retention, including community management
- Experience in managing and maintaining professional relationships with external and internal partners, from briefing and negotiation, to constructive feedback