Monetization Director [New IP]

Job Purpose

As Monetization Director, on an Unannounced Project, you will be responsible for defining a long-term monetization strategy which maximise profitability, while respecting the core values and vision of the game and creating an optimal player experience. You will be the revenue lead on the game and product owner collaborating with the production teams to optimize monetization opportunities based on key performance indicators.

Responsibilities

- Define, implement, and monitor a sustainable monetization strategy in line with the game's vision, to maximize player conversion and revenues.

- Collaborate closely with the development team to identify levers that could positively impact the game's financial performance, and shape the game's features, economy, and business model to optimise user acquisition, retention and monetisation.

- Responsible for the implementation and ongoing management of monetization features, including store content, design, pricing & catalogue strategy, including performance monitoring and live development.

- Identify and promote initiatives to improve acquisition, retention, and monetization in line with market trends and game direction.

- Define and follow-up implementation of tools to sustain your post-launch business ops.

- Collaborate with the Art Directors on establishing visual guidelines for cosmetic items, overseeing their creation from concept art to in-game asset.

- Drive development of the live team in collaboration with the Live Producer, defining goals, priorities, providing feedback, leadership, and mentorship to team members.

- Work with different internal stakeholders (production team, finance, marketing) to build revenue forecasts and P&L for the game.

- Work with operational teams to maximize post-launch campaign efforts and work with the production team to ensure post-launch deliverables respect the monetization strategy and timeline.

- Define key performance indicators (KPIs) and mechanics for monitoring live performance and monetisation metrics, analyse KPI reports and share information with production teams to identify and predict trends.

- Monitor trends and best practices to ensure the game's economy and business model are adapted to market developments, for continued innovation and optimal results.

- Collaborate with marketing teams to develop an integrated approach to marketing for the game's live and monetized content.

- Partner with internal data and live strategy teams to ensure alignment and compliance with Ubisoft's standards and monetization practices.

Skills and Knowledge

- Excellent understanding of the videogame market and its consumers, including player psychology/player motivation and online gaming communities, and a passion for making and playing games.

- Comprehensive understanding of acquisition, retention, and monetization concepts.

- Strong analytical skills, and experience in setting and monitoring KPIs to help drive decision making.

- Strong strategic mindset, with good organisational and problem-solving skills and attention to detail.

- Strong skills in Excel, Word and PowerPoint; familiarity with data visualization software (e.g. Tableau).

- Excellent oral, written, and interpersonal communication skills.

- Creative, collaborative and a good team player.

- Ability to build and maintain positive organizational relationships.

- Self-motivated and proactive leader with a strong work ethic.

Relevant Experience

- Experience launching and driving successful live service products (PC/Console) a must-have.

- Experience with building business and monetization strategies, systems, and designs.