



## **Brand Realisation Lead**

### **Job Purpose**

- As the Brand Realisation Lead, you will be responsible for ensuring the delivery of high-quality cinematic and marketing assets for our new AAA IP. You will play a key role in developing the identity of the brand, working with creative, technical and marketing teams to create engaging communications assets that capture the creative vision and player experience. You are an expert in creating memorable wow moments, engaging storytelling and best-in-class execution, and are equally comfortable both leading teams and being active in hands-on creation. You will play a key role in promoting and overseeing collaboration between creative, technical and operations teams to build great creative, and act as a central point of contact for all elements needed to deliver AAA realisation.

### **Reports To**

Brand Director

### **Job Responsibilities**

- Lead the development of cinematic and marketing assets for the project, to effectively communicate and engage audiences across a wide variety of channels, including the design, direction and delivery of video (game trailers, in-game video content, concept assets) and static (screenshots, motion graphics) assets
- Partner with development team and publishing stakeholders, as the main point of contact for brand and production marketing asset creation. Coordinate the production and delivery of brand and marketing materials, driving quality and creativity, and ensuring a clear and consistent visual identity for all assets, aligned with both the creative direction and global marketing strategy
- Collaborate with technical and production teams to develop and implement cinematic and gameplay capture tools and production pipelines for the project, to deliver high quality footage from our games at various phases of their development cycle, as well as building workflows and processes to optimise asset quality and production efficiency
- Manage the resourcing of the marketing creative team for the project, including onboarding, mentoring and day-to-day team management, as well as coordinating internal and external specialists and outsourcing

- Work closely with internal stakeholders and external partners to drive creative ideas, deliver an aligned vision, and coordinate clear and effective feedback loops
- Work with the brand team, and other production stakeholders, to develop the marketing art direction approach for the brand, including building style guides and toolkits to guide the production of brand assets by other internal and external teams
- Oversee the marketing asset production process, including maintaining the asset roadmap and delivery schedule, and identifying best practices

## **Skills and Knowledge**

- Deep knowledge and extensive experience in creating and executing brand and marketing assets for videogames, and/or other entertainment projects
- Strong understanding of visual storytelling and driving audience engagement, including utilizing a variety of visual and stylistic approaches in marketing communications, especially within games and entertainment;
- Good working knowledge of videogame production processes, with specific reference to cinematics and gameplay capture pipelines and tools
- Great organisational skills and ability to prioritise a varied workload, take initiative and thrive in a fast-paced and complex environment, including managing multiple projects at the same time
- Comfortable acting in a creative lead role, directing the vision, giving constructive feedback and collaborating with stakeholders to secure great outcomes
- Expert knowledge of the Adobe Creative Cloud suite of applications, including Photoshop, InDesign, Illustrator, After Effects and Premiere or similar;
- Good knowledge of the videogame market and its players, including market standards, trends, and best practices
- Excellent oral, written, and interpersonal communication skills, and exceptional attention to detail
- Proactive and collaborative team player with a real passion for games, entertainment and great marketing

## **Relevant Experience**

- Leadership experience in video production and direction, gained within the videogames industry or related creative field, including experience in developing branding tools and producing assets in a range of styles and formats
- Demonstrable track record of released projects with high production values in a creative industry with technical constraints (ideally gained at least partly in videogames)
- Deep expertise in one of these disciplines – animation, video editing, VFX, cinematics, 3D/motion graphics – plus good working knowledge of the others
- Experience building and managing marketing creative teams, including resourcing and team development
- Experience in actor direction, motion capture and AAA cinematic pipelines a plus