



Marketing Manager

PikPok are looking for a talented Marketing Manager to work within our Wellington studio.

PikPok is a leading digital publisher of fun and addictive games across mobile, tablet, and desktop. With a portfolio of original, licensed, and third party developed properties, PikPok delivers games that appeal to all consumers with pick-up-and-play game play, high-quality art, and immersive audio design which provide rich game experiences.

We are building our marketing team ahead of major new releases, and we're looking for an experienced and proactive Marketing Manager that's passionate about helping drive the performance of a great catalogue of games. The ideal candidate possesses a strong track record of promoting digital products and services, has exceptional campaign and team management skills, and works well in a dynamic, fast paced environment.

Skills:

- Exceptional written and verbal communication skills
- Extensive practical experience of web technologies, and digital and social media in the context of marketing and promotions
- Able to manage and coordinate small teams
- Able to manage relationships with stakeholders, press, and industry peers
- Experience using analytics and data analysis to track campaign and asset effectiveness
- Ability to multi-task, prioritise, and organise effectively
- Proficient in MS Office

Responsibilities:

- Manage and coordinate all marketing and promotional staff and activities
- Develop and implement marketing plans and activities for new and existing products to drive customer acquisition and revenues for those products
- Create clear branding and messaging for each product alongside our graphic design team
- Coordinate the creation and roll-out of marketing related assets and campaigns
- Monitoring, reviewing, and reporting on all marketing activities and results

Qualifications:

- 5+ years commercial marketing experience in online or digital goods/services industry
- Eligible for NZ work visa, or NZ Residency or Citizenship

Bonus Points for:

- Game industry experience or knowledge
- Strong numeracy and MS Excel skills
- Graphic design skills
- Multi-lingual

Contact:

Please send your application including cover letter and a copy of your CV to: careers@pikpok.com.

Applicants for this position should have NZ residency or a valid NZ work visa