



Product Marketing Associate

We're PikPok, New Zealand's longest standing game developer, and we make great game experiences. We want to create and entertain, while being successful and enjoying what we do, and we're looking for people who want that too. Over the years, we've built loads of games for all sorts of platforms, most recently titles like Dungeon Inc. and Into the Dead 2 on Android and iOS. Our teams are small, and everyone involved can contribute to the decisions that shape the products. We're always working to build and maintain a safe and fun studio culture.

We are looking for a Product Marketing Associate ahead of major new releases with exceptional project management skills to join our Marketing department. You will partner with cross-functional teams to develop marketing plans that support our product pillars, align on messaging and goals, and work with those teams to develop engaging outbound marketing campaigns aligned to those objectives. The position reports to the Brand Manager and will have to work closely with the product managers, graphics, community and performance marketing teams.

Major Responsibility Area:

Provide PikPok with professional services which are recognised as:

- Highly professional and competent.
- Offering a superior level of service.
- A source of value added input.
- Highly proactive in carrying out its functions.
- understanding PikPok strategies/objectives and the support required to achieve these.

Assist on Marketing and PR services:

- Assist with all aspects of marketing throughout the product lifecycle, from the design phase through post-launch.
- Assist in the development and execution of go-to-market strategy and planning, including product positioning, media, events, creative, user acquisition, and PR programs.
- Provide strategic and creative direction to our Graphics team to uphold brand identity and tailor assets to our audience.
- Partner up with Brand Manager on PR and external communications.
- Manage cross promotional, push notification and in-game sales campaigns and report performance to the teams and division heads.
- Undertake pre-production and post production market researches, benchmarks, polls, and consumer polls.

- Gauging and analysing feedback, behaviour and market acceptance from game users, then sharing results and recommendations with the product teams and division heads.

Drive ASO/SEO strategy and improve discoverability of our products:

- Design and optimize the strategy for each app store with the goal of growing player base and conversion ratio using A/B tests, localization, creative optimizations, keyword optimization.
- Research keywords, define keyword targets and implement strategy to improve ranking with the goal of growing our volume of organic downloads.
- Monitor and report on performance of games in the app store and impact of tests on top line metrics (impressions to installs).
- Work cross functionally with internal design, UA team, product team as well as manage relationship with external partners on ASO efforts.
- Develop and update the company's ASO strategy and guidelines.

Experience:

- Bachelor's degree in Marketing, Economics, or Communication with at least 1 year of experience in Marketing, Communication or advertising.
- Strong copy and content writing capabilities.
- Excellent project management skills and the ability to work both collaboratively and independently.
- Highly analytical and able to derive meaning from data.
- Excellent communication skills, both written and verbal.
- Fluency in Mandarin is a plus but not mandatory.