

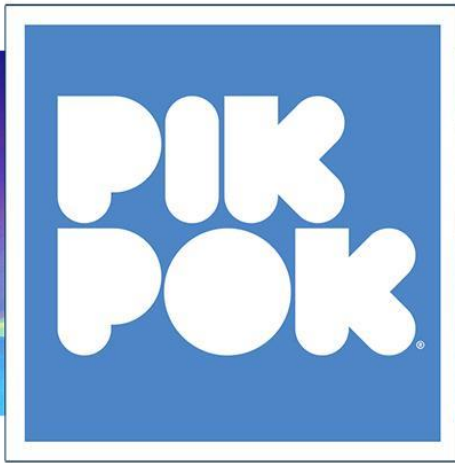
Are you the Marketing Manager we're looking for?

PikPok is a 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're looking for a Marketing Manager who is equal parts creative and analytical to champion and action our marketing operations. This is a role for someone with a few years' experience in marketing: you're a wiz with an e-newsletter or a pitch deck and could write a press release in your sleep, but you also love learning new skills, tools, and processes and researching new strategies.

To dig a bit deeper: you excel at many different types of communication, knowing how to tailor language to your audience and communicate to many different people including players, press, product teams, and stakeholders. You have familiarity with strong art direction and graphic design and are comfortable forming creative briefs for video and static images. You are very detail oriented—no typos under your watch! You also love data and analysis, puzzling out what works and what can be improved, and coming up with new scenarios for testing language, graphics, and video. Perhaps most importantly: you're highly organised and enjoy the challenge of working across many different projects and timelines.

If this sounds like you, then please apply. We welcome applications from diverse candidates and those with a range of backgrounds, skills, and experiences.



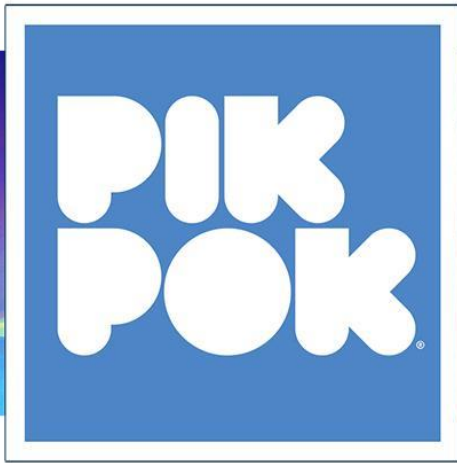
Responsibilities

Manage branding, marketing and PR services including:

- Generate and execute creative marketing concepts that attract the right customers for our upcoming and existing digital videogames
- Write, edit, and coordinate product PR and external communications
- Work closely with game product, graphics, video, community, and advertising (UA) teams to develop, project manage, and execute integrated launches and ongoing marketing plans for each of our digital videogames
- Work with our Creative Director and Communications Director in developing game stories, brand identity, logo, name, and icon for our titles. Work closely with IP and platform holder (where appropriate) to get alignment, buy in, and approvals as needed.
- Work with product teams to build concise and compelling marketing documents to promote our new and updated games to platform holders.
- Liaise with external parties (such as influencer agencies) to ensure on-time completion of campaign activities.
- Partner with the Community Manager and Customer Support teams on marketing and communication strategy alignment.
- Coordinate the portfolio and merchandising of non digital videogame branded products including apparel, music, and art
- Report on the results of marketing activities to product teams and stakeholders
- Plan/organise promotional events including launch parties, expos, and student/career fairs

Contribute to the effective and efficient operations of PikPok by:

- participating actively as a member of the PikPok team,
- fostering open, two way communications at all levels.



Desired Experience Profile

- 3+ years' experience in mobile marketing, marketing, or project management:
 - Developing marketing calendar and roadmap
 - Project management
 - Working and influencing creative team and product team
 - Developing customer journeys
- Excellent communication skills, both written and verbal
- Excellent project management skills and the ability to work both collaboratively and independently
- Strong copy and content writing capabilities
- Experience writing creative briefs
- A KPI and results oriented person
- Highly analytical and able to derive meaning from data
- Ability to think critically

Contact

Please send your application along with a digital copy of your résumé/CV to: careers@pikpok.com.

Additional contact details can be found below and by visiting us online at www.pikpok.com