

Are you the User Acquisition Manager we're looking for?

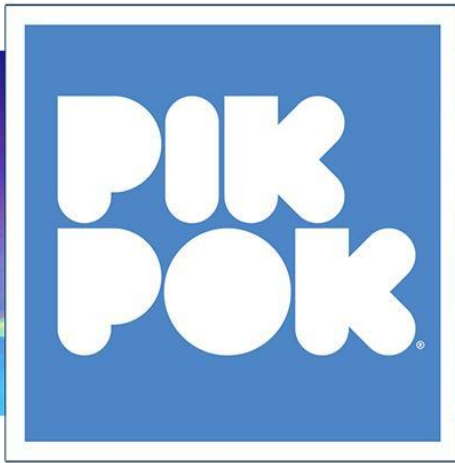
We're PikPok, New Zealand's longest standing game developer, and we make great game experiences. Over the years, we've built lots of games for all sorts of platforms, most recently titles like *Rival Stars Horse Racing* and *Into the Dead 2* on Android and iOS. Our teams are small, and everyone involved can contribute to the decisions that shape the products.

We are building our publishing team ahead of major new releases and we're looking for a User Acquisition Manager who is passionate about growing and scaling up the performance of a great catalogue of games. This role is analytical and creative: You will come up with new ad concepts, work with our video and graphics teams to deliver them, work with our analytics team to assess and optimize performance.

Someone who would thrive in this role is 100% ROI oriented – more than anything, you want to make a huge impact on the growth of PikPok. You also love data and analysis, puzzling out what works and what can be improved, and coming up with new scenarios for testing campaign structures, language, graphics, and video. Perhaps most importantly: you're highly organised and enjoy the challenge of working across many different projects and timelines.

Responsibilities

- Plan, execute, analyse user acquisition campaigns across performance UA channels, and optimize based on ROAS & LTV
- Produce innovative and effective video and display advertising in partnership with our in-house creative team and our localization team to support international advertising
- Manage allocated marketing budget to ensure maximum efficiency of marketing spend purely based on ROI
- Work with our analytics team and independently use analytical and modelling skills to understand channel economics and optimize marketing activities
- Work alongside with other marketing team members and find new ways to develop and constantly improve our UA strategy through paid and organic channels
- Develop thorough understanding of ad attribution and tracking with AppsFlyer, our mobile measurement partner
- Monitor, optimize and report performance of campaigns on an ongoing basis. Daily, weekly and quarterly budget forecasting and reporting of results



Desired Experience Profile

Skills:

- Exceptional analytical skills with (strong Excel skills / SQL is a plus)
- Blend of creativity with a strong results-oriented, metrics driven approach to problem solving
- Strong communicator, able to manage internal relationships as well as with stakeholders, ad networks and industry peers
- Aptitude to work outside of your comfort zone and get things done quickly
- Strong ability to multi-task, prioritise and organise effectively
- Ability to find creative solutions, with an active interest in problem solving
- Strong passion for game, mobile apps, and advertising

Qualifications:

- 1+ years in a marketing position, preferably towards performance marketing, working in a top-tier entertainment, media company or in investment banking,
- BS/BA degree in Science, Math, Marketing or Business,
- Fluency with MS Office (Excel, Power Point, Word)

Desirable:

- SQL and/or Programming Experience is a plus
- Multi lingual

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