

Are you the Market Researcher we're looking for?

We're PikPok, New Zealand's longest-standing game developer, and we make great game experiences. We want to bring success and joy by working together to entertain the world.

Over the years, we have built lots of games for all sorts of platforms, most recently titles like *Into the Dead 2*, *Rival Stars Horse Racing*, *Agent Intercept* and *My Cat Club*. Our teams are small, and everyone involved can contribute to the decisions that shape the products.

We're always working to build and maintain an inclusive, safe and fun studio culture. We have an amazing group of designers, artists, programmers and support staff and we're looking to add a Market Researcher to the team.

To us, game development is about creating amazing play experiences that engage and entertain. Making sure that we understand the motivations and makeup of our audience is key to that purpose.

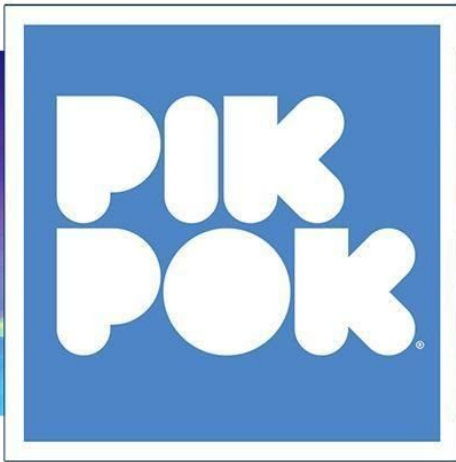
Which brings us to you - we're looking for a talented and enthusiastic **Market Researcher** to help us know our audience better.

You will provide Game-related Market Research, help verify market opportunities, perform player interviews, create personas and whatever else is required to help our teams understand the nature, size, behaviours, motivations and purchase preferences of our audience. You will work directly with our game development teams and interface closely with our Games User Research and Marketing departments.

You love games. You have played many F2P mobile games and have a good understanding of how they work and what about them appeals to different people.

While you love working with others, you are also self-motivated and happy to be given your own areas of responsibility. You are confident in recruiting and dealing with customers. You are an advocate for our audience but understand development and business constraints.

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



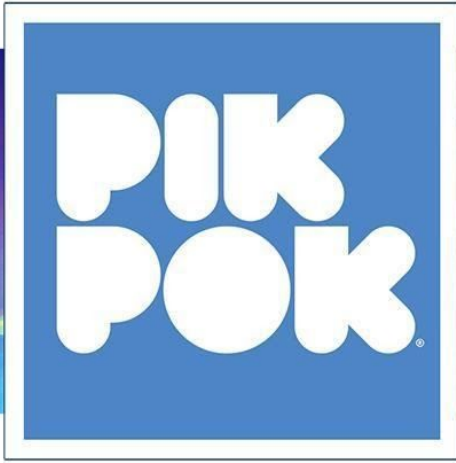
Responsibilities

Provide user experience research & services for PikPok including, but not limited to:

- Facilitating the planning and execution of market research across multiple projects throughout the project lifecycles.
- Providing detailed reporting on research findings.
- Performing and recording player/audience interviews, creating personas and helping the development teams understand the motivations of their audience.
- Acquiring and managing research media such as video, sound files, images, or screenshots to support reporting requirements.
- Liaising with Game Designers, Artists, UI Designers, Programmers, QA, Marketing, Games User Research, Product Owners and senior management as necessary to disseminate and discuss research results.
- Building awareness, buy-in and feedback channels related to research on products in development and market research in general, to the wider studio.
- Undertaking projects as requested by your line manager.

Required Skills

- A strong drive to achieve quality outcomes in a dynamic and fast-paced environment.
- Superior written and verbal communication skills.
- Good ability to communicate with all types of staff effectively, with an approachable personality.
- Good understanding of market research techniques and player psychology.
- Strong organizational skills and superior attention to detail.
- Keen interest in video games and interactive media, especially the mobile F2P market.
- Technology proficiency, specifically in mobile hardware and software, as well as reporting and graphs.
- Good ability to communicate patiently and effectively with a range of disciplines



Desired Experience Profile

- University level Market Research based qualification.
- Experience developing and implementing market research methods, including user interviews and persona development.
- Experience in recruiting test subjects.
- Knowledge of User research techniques, focus groups, surveys etc.
- Knowledge of marketing techniques
- Knowledge of statistics and data analysis techniques.
- Understanding of game development process.

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