



Are you passionate about games?

We love games, so we make games people love to play! Since 2009, PikPok has been making quality mobile games for the whole world to enjoy.

We focus on engaging and delighting players with high quality art, intuitive gameplay and rewarding in-game experiences.

Our team is based in Wellington, NZ, and is made up of talented folk from all over the globe. We've released successful original games including Flick Kick® Football Legends and Into the Dead®. We also work with top notch partners to create fun, entertaining games that are loved internationally.

PikPok is dedicated to delivering exceptional player experiences. If you have the same drive to support the delivery of quality service to our customers, then you might be just who we're looking for!

About the role

PikPok wants to create success and joy through entertaining the world by working together.

Reporting to the Chief Publishing Officer, the purpose of the role is to provide advertising management services to PikPok.

This role oversees the strategic direction and daily operations of the small but growing team responsible for PikPok's user acquisition and ads monetisation.

The right candidate is someone passionate about growing the performance of a great catalogue of games, understands the ever-changing UA industry, and has a strong foundational knowledge of free-to-play game economies.

You are comfortable managing a team and are proactive in collaborating and communicating with the teams invested in making user acquisition a success, including product development teams, analytics teams, and other stakeholders. You are a confident negotiator and can secure deals and manage contracts with external platforms and service providers, including an awareness of privacy legislation and policies. You possess excellent analytical skills and are 100% ROI oriented – more than anything, you want to make a huge impact on the growth of PikPok. You will also be collaborative, proactive, dependable, and organised.

PikPok's values

- Be curious;
- Take ownership;
- Collaborate well.

Stakeholders and key relationships

- External
 - Facebook;
 - Google Admob and UAC;
 - Iron Source;
 - Other networks including Snapchat, Pinterest, Tiktok, Unity Ads, AppLovin, etc.
- Internal
 - Executive leadership;
 - Product development teams;
 - Analytics teams.

Responsibilities

- 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;
 - having an understanding of PikPok strategies/objectives and the support required to achieve these.
- Provide strategic direction and departmental management for PikPok's user acquisition and monetisation teams, with responsibilities including but not limited to:
- User Acquisition team leadership
 - Responsibility for the engagement and delivery of the team;
 - Provide development and direction to the team;
 - Undertake all People Leader responsibilities for the team in conjunction with Human Resources.
- User Acquisition:
 - Determine the strategic direction of our user acquisition campaigns across the entire portfolio of PikPok games and advertising networks;
 - Liaise and negotiate with third parties to maximise advertising revenues and minimize UA costs, including sourcing and executing direct deals, negotiating marketplace terms, and evaluating and recommending new solutions for integration;
 - Be responsible for the delivery of marketing campaigns for our current and upcoming games delivering a high volume of qualitative installs and achieving ROAS goals;
 - Establish UA budget allocations for new game launches and ongoing campaigns;
 - Oversee UA operations team members and ensure the delivery and management of quality and ROAS positive campaigns;
 - Monitor, optimize and report on the performance of each campaign on a weekly, monthly and quarterly basis to stakeholders;
 - Find new ways to develop and constantly improve our UA strategy through paid and organic channels;
 - Work closely with internal and external teams to facilitate, coordinate, and iterate on UA efforts and processes, and to create the best converting ads to maximize acquisition efforts and returns;
 - Collaborate with cross-functional teams to scope out business opportunities and to deliver results.

- Ad monetisation
 - Manage, analyse and optimize our video ads campaigns running in our portfolio of games;
 - Collaborate internally with Product teams to provide recommendations and optimizations on ad placements and new ad format adoptions;
 - Source and negotiate deals with ad networks or directly with other mobile advertisers;
 - Run A/B test of ad placements, ad waterfall to optimize our advertising monetization efforts;
 - Build and maintain relationships with top providers.

- Liaise with technical, design and production teams to ensure appropriate usage and integration of ad partner technologies to maximise advertising returns and cross promotional opportunities for current and future products, and to raise their awareness and understanding of advertising and UA processes and mechanics;

- Liaise with reporting and analytics teams to provide guidance to establish strong advertising and UA tracking and reporting practises and tools;

- Ensure all placed and marketplace ad creatives meet required applicable government regulatory standards and adhere to PikPok policy;

- 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;
 - Undertake projects as requested by Line Manager.

- PikPok's priority is the health and safety of all those around us. Our people are encouraged to work together to provide a safe environment for all.
 - Health and safety procedures are understood and adhered to;
 - All identified hazards are reported to HR@pikpok.com within five working days;
 - Report all accidents, incidents or near misses to HR@pikpok.com within two working days;
 - Participate in Health & Safety training as required;
 - Take responsibility for personal Health & Safety behaviour in the workplace;
 - Complete any requests to support H&S correction activity in and for the Studio;
 - Actively support Health and Safety initiatives in the Studio;
 - Recognise and reward positive health and safety behaviours in others;
 - Promote and encourage process improvement opportunities to further improve health and safety;

Experience and Attributes:

Knowledge/Technical expertise:

- 5 years user acquisition and digital advertising experience in the mobile games' and app industry;
- Extensive knowledge of mobile and web advertising solutions, providers, marketplaces, and related technologies;
- Extensive experience with analytics, data modelling and analysis, and analysis reporting;
- Extensive experience in managing and optimizing ad based revenue solutions;
- Knowledge of videogames and related market trends;
- Strong written English skills.

Managerial Skills:

- Ability to coordinate a group of personnel within the parameters of a given exercise;
- Strong planning skills;
- Able to escalate personnel issues as appropriate;
- Willing to take initiative when required;
- Ability to handle sensitive/confidential issues;
- Strong commitment to PikPok's long term objectives;
- Strong drive to achieving quality output and outcomes;
- Ability to produce quality work within tight deadlines.

People Skills:

- Able to communicate effectively with a range of management levels;
- Proactive communication of issues to appropriate personnel;
- Confident and personable in dealing with both internal and external parties including clients and partners;
- Excellent interpersonal skills.