Live Ops Designer

About PikPok

We're PikPok, New Zealand's longest-standing game developer, and we strive to make great game experiences for our players. 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 are based in Wellington, NZ and we have an amazing group of designers, artists, programmers and support staff from all over the globe.

The Design Division is looking to add an **Live Ops Designer** to our team, to help maintain and grow the economies of our Free to Play (F2P) mobile titles through the careful application of balancing changes, offers and events.

About the Design Division

For PikPok, game development is about creating amazing play experiences that engage and entertain. To that end we have multiple divisions that work in harmony to create those experiences.

The Design Division encompasses the disciples of Game Design, UX Design, Audio, Games User Research and Market Research.

The purpose of the Design Division is to improve company revenue through designing highly engaging, entertaining and retaining games with systems that maximise the monetisation potential in the target audience.

About the role

As a **Live Ops** designer you would play a key role in helping us maintain and improve our retention and monetisation on released titles, by working with teams to tweak balancing, create and schedule things such as new offers, content and game events.

You will work directly with development teams, Product Owners and Designers to achieve the goals and purposes set for the games' experiences.

While you will undoubtedly spend a lot of time on documents and schedulers, you will also have a great rapport with people, be willing to present to a wide range of people, be highly organised and always looking for ways to add more value.

Your Deliverables and Responsibilities

1. Live the PikPok Company Values

- **Be Curious** - Be interested in everything. Ask questions often. Seek to understand our players, their motivations and behaviours. Frequently challenge your own ideas and positions. Understand that everyone has something to teach and learn. Bring a level of enthusiasm and passion to your work.

- **Take Ownership** - Don't procrastinate. Be willing to make a commitment and own any subsequent successes and failures. Have the maturity to learn from mistakes and be hungry for feedback. Understand that quality is everyone's business and push yourself and others to own the delivery of quality. Be reliable, with a willingness to take a feature (or similar) and own it, including driving it, ensuring it is completed, looping in others, updating artifacts, and more.

- **Collaborate Well** - Have a willingness to collaborate with others and think beyond yourself. Have the ability and willingness to actively listen to others and see their side of the issue. Be willing to take advice without being defensive and to separate work critique from personal critique. Understand the common purpose, support and nurture colleagues. Work toward the benefit of the company and project. Be respectful. Be understanding. Be kind.

2. Games Industry Knowledge

Learn, use, and share appropriate industry knowledge and experience, including but not limited to:

- Game development cycle
- Nuances and needs of different platforms
- Relevant market knowledge, such as detailed understanding of systems in leading games (both made within PikPok and in the wider industry)
- Understanding of 'Live Ops' on F2P games
- Best practices related to systems, economies, player motivations, and progression
- Intuition of future trends and opportunities

3. Offer & Event Design

- Work with dev team to design enticing offers that compel players to retain and monetise, without compromising core KPIs
- Work with the dev team to design limited time events that compel players to return to the game and engage.

- Plan, design, and set up a roadmap/schedule of time-limited in-game activities to drive engagement and revenue
- Analyzing the performance of Live Ops while working with Data Analysts, Designers and Product Owners
- Work with Games User Research and Analytics to track how offers and events perform
- Use data to responsively (& responsibly) tune game variables to improve a game's engagement, difficulty, pace, as well as economy and progression
- Communicate reasonings clearly
- Drive the testing of all changes (utilising QA and other resources) to minimise the risk of mistakes being released to the public
- Working with the Dev teams to build tools deemed as valuable
- Identifying improvements to existing or new Live Ops levers or strategies to improve product performance
- Work with Community Management, Graphics, and relevant support teams to highlight Live Ops schedules or strategies as relevant

4. User-Focused Design

- Understand player motivations and behaviors, and how to apply that knowledge to designs that match the needs of the player.
- Understand player psychology and how it relates to the design decisions

5. Work Ethic

- Demonstrate enthusiasm for your work, the projects, the work of others, and PikPok as a whole
- Demonstrate good self management skills, while still being able to follow any team plans
- Show good self motivation. Proactive in seeking meaningful work.
- Demonstrate the efficiency to do what's necessary, while not relying on overtime as a solution

6. Creative Problem Solving

- Work with teams to come up with creative solutions to a problem that consider the project and business goals as well as the users' needs
- Iterate, brainstorm, and incorporate the best ideas from all sources
- Use intuition as appropriate
- Use data and research to validate solutions, where available. Seek data when it is not

7. Work within PikPok's Agile Framework

- Attend and contribute to teams' relevant rituals
- Acknowledge that priorities and requirements frequently change
- Be a cooperative, collaborative and willing team player

8. Help deliver the goals of the Design Division

- Actively communicate any problems, or needs to your manager, so that they can be appropriately addressed.
- Help promote the needs and goals of the Design Division to the greater company
- Help improve the effectiveness and efficiency of the division through your attitude, day-to-day work and forward-thinking strategies

9. Actively support Health and Safety initiatives in the Studio

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

Your Background

Desired Skills, Experience & Attributes

- Bachelors Degree and/or 2+ years working in a professional environment, preferably related to Game Development, Design or Economics
- Strong interest in games and game development.
- Understanding and interest in monetization strategies
- Understanding of 'Live Ops' on F2P games

- Experience using a d data-based approach to solutions in a professional environment
- Skilled in Unity
- High level of knowledge of Excel or Sheets.
- Great interpersonal skill.
- Ability to develop, coordinate and communicate plans
- Ability to identify opportunities, take initiative and work autonomously
- A patient, approachable, empathetic and supportive personality
- Highly organised, and with a desire to help and organise others.
- Comfortable working with a diverse range of people, and in a job with requirements that can change on a daily basis
- Constantly seeking to improve the effectiveness and contribution of their role, and the effectiveness and efficiency of the division
- Comfortable researching and advocating for new methodologies and technologies related to role.

Salary negotiable based on experience.