



Advertising Monetisation Manager

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 values the contributions of people with diverse backgrounds, experiences, skills, and perspectives. We want our games to reflect the diversity of the people playing them now and in the future. People with curiosity, a sense of ownership, and who actively collaborate will fit well with our values.

In return, we commit to being an employer who balances fun and delivery. We pride ourselves in providing a work environment where it is safe to be yourself. Our teams enjoy the satisfaction that comes from creating success and joy, entertaining the world, and working together.

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

Live the PikPok 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.

About the role

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

We are looking for an Advertising Monetisation Manager to manage and optimise our advertising revenue. The right person for the role enjoys driving change and improvements, is comfortable with interpreting data, is quick to react, and always seeking new problems to solve.

Across a wide portfolio of titles, you will work with our technical and analytics teams to set-up ad integrations in our new games. On a daily basis you will monitor our ad revenue waterfalls and make changes to optimise Revenue and eCPMs. If KPIs are affected, you will be the first to notice and communicate with the relevant stakeholders.

Long term you will advocate for ads economy improvements in our games, liaise with development teams for SDK upgrades, and negotiate deals with new ad partners. You will seek out industry changes and tools which might lead to efficiencies and revenue improvements.

You will be outgoing, proactive, organised and most of all, enjoy being at work.

Stakeholders and key relationships

- External
 - Advertising networks account managers (eg Facebook Audience Network, Google AdMob, Unity Ads, etc);
 - Advertising mediation account managers;
 - Providers of industry standard ads monetisation tools.
- Internal
 - Reports to Growth Director (reporting manager);
 - Product Teams, including Product Owners, Technical Leads, and Design Leads;
 - Divisional Team;
 - Analytics Team;
 - PikPok's Privacy Officer.

Responsibilities

- 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 and negotiate with advertising partners to maximise advertising revenues, including sourcing and executing direct deals, negotiating marketplace terms, and evaluating and recommending new solutions for integration;
- 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 processes and mechanics;
- Liaise with reporting and analytics teams to provide guidance to establish strong advertising and UA tracking and reporting practises and tools;
- Blacklist ads as necessary to maintain a positive player experience;
- Ensure all placed and marketplace ad creatives meet required applicable government regulatory standards and adhere to PikPok policy;
- 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 (if a manager of people);
- Promote and encourage process improvement opportunities to further improve health and safety (if a manager of people).

Experience and attributes

Knowledge/Technical expertise:

- At least 1 year of experience in mobile app advertising monetisation, or relevant experience in UA, analytics, or game economy design;
- 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:

- 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.

To Apply:

Please send your application to careers@pikpok.com