



Market researcher

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. Our team is based in Wellington, NZ, and is made up of talented folk from all over the globe.

We focus on engaging and delighting players with high quality art, intuitive gameplay and rewarding in-game experiences. We've released successful original games including Rival Stars® Horse Racing, Agent Intercept™, Into the Dead® 2, Flick Kick® Football Legends and Shatter™. We also work with top-notch partners to create fun, entertaining games that are enjoyed across the globe.

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 **Market Researcher**, we're looking for!

We're PikPok, and we make games!

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.

To us, game development is about creating amazing player experiences that engage and entertain our target audience. Now, we're looking to add a new **Market Researcher** to help us do this.

Responsibilities

- Help PikPok know its audience better - understand customer motivations, demographics, interests and habits to help define the target audience, segments and personas where appropriate.
- Liaise with teams to get full understanding of the decisions they need to make. Help them define the problem the research is looking to solve.
- Design research approaches and methodologies.
- Research, analyse and share insights about the people that currently play our games, as well as those who might in the future.
- Share research results with the teams to make the best strategic decisions for our target audience.
- Acquire and manage research media such as video, sound files, images, or screenshots to support reporting requirements.
- Keep across development of game/features to ensure teams are considering market research appropriately.

- Continue to assess the market throughout development (and post-release) and update teams with relevant discoveries.
- Perform research into understanding market opportunities and trends.
- Help deliver the goals of the wider design department while collaborating well across all departments.
- Be flexible and prepared to work on a variety of projects with a variety of design needs.
- 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 Experience and Attributes

- You'll understand how to define the problem and objectives the team is trying to address in order to design and conduct research.
- You'll know best practice when conducting a variety of research methods across qual and quant techniques.
- You'll be able to analyse the results of research and develop reports, presentations, diagrams, and other methods that easily translates your insights into actionable solutions.
- You'll contribute to the Design team's culture with a positive, empathetic and generous approach, to help create an inspiring environment for the design team.
- You'll work with others to develop an improved understanding and impact of the role of research in our processes.
- A strong drive to achieve quality outcomes in a dynamic and fast-paced environment.
- You'll have good communication and organisational skills.
- An interest in games, especially the F2P market, is useful.
- Familiarity with the Agile framework and philosophy.
- A relevant university qualification.
- 2-5 years of experience (mid level).

To Apply:

- Please send your application to emma@pikpok.com
- Closing date for applications – 28 September 2021.