



## Community 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 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 **Community Manager** we're looking for!

We're PikPok, and we make games!

## About the role

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

As Community Manager, you will be a leader in building and nurturing communities for PikPok's wide portfolio of games across mobile, console, and PC. You will be the conduit between our players and developers and your ability to understand the needs of our players and communicate them clearly across the studio will make you an integral part of our team. Day-to-day you will be in charge of the Community content strategy and collaborate with our creative and video production teams to deliver quality content across all platforms relevant to our players including Facebook, Twitter, Instagram, and TikTok.

The Community team is dynamic and works cross-departmentally across a wide variety of disciplines in the studio, so being able to multitask and stay organised is vital to being successful in the role. Your ability to track and interpret performance metrics such as reach, engagement, and player sentiment will provide you with key insights that can be used to continually refine your strategy and provide concise reporting to stakeholders and product teams across the studio. The ideal candidate will already have industry experience or will be someone who has proven Community Management skills ready to jump into something new with one of NZ's leading game development studios.

## 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.

## Stakeholders and key relationships

- External
  - Community members
  - Community Moderators
- Internal
  - Marketing and Communications Director (reporting manager)
  - Senior Community Manager
  - Product Teams and Product Owners
  - The wider Publishing division

## Responsibilities

1. Provide Community Management services for PikPok including but not limited to:
  - Represent the company as the go-to contact between our players and the business in a manner that supports a fun and friendly approach and fits the community's tone and voice.
  - Contributing to the development of community strategies that help grow our social media presence and reach our target audiences on social platforms relevant to them.
  - Collaborate and coordinate with production, marketing, and art teams to clearly communicate content strategies and ensure consistent community messaging.
  - Provide creative direction through well-crafted briefs and asset requests to facilitate the creation of content for multiple platforms.
  - Deliver quality content to our audience through compelling copy and player facing communications such as live updates, balance notes and announcement posts.
  - Create consistent and up-to-date community reporting on social campaign results, fan feedback and sentiment, game issues, or other relevant information that can be shared with stakeholders at meetings or at product reviews.
  - Translate the qualitative data results from reports into actionable recommendations for future social media campaigns.
  - Manage live issues with the community and escalate through appropriate channels in collaboration with project teams and Customer Support.
  - Working directly with our Facebook group moderators, providing them with guidance and best practices to ensure that they can effectively moderate the conversation and sentiment within the communities.
  - Responsible for mediating and resolving disputes within the community and ensuring player adherence to group rules and PikPok's Terms of Use.
  - Represent PikPok and their games both on and behind the camera in developer livestreams, behind the scenes, and developer update videos.
  - Research, test and report back on new social tools and platforms.
  - Benchmark and monitor community trends, competitors, and industry leaders in social media to apply best practices and improve the overall social media strategy.

2. 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.
3. Undertake tasks and projects as requested by your Line Manager and the Senior Community Manager.
4. 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, by:
  - Ensuring health and safety procedures are understood and adhered to.
  - Reporting all identified hazards to HR@pikpok.com within five working days.
  - Reporting all accidents, incidents or near misses to HR@pikpok.com within two working days.
  - Participating in Health & Safety training as required.
  - Taking responsibility for personal Health & Safety behaviour in the workplace.
  - Completing any requests to support H&S correction activity in and for the Studio.
  - Actively supporting Health and Safety initiatives in the Studio.

## Experience and attributes

### Knowledge/Technical expertise:

- 1-2 years of managing social media and digital communities on platforms such as Facebook, Twitter, Instagram, YouTube, TikTok, Reddit and blogs.
- Exceptional written and verbal communication skills.
- Analytical skills and a data-driven mindset to measure and understand how social campaigns deliver impact to broader company business and marketing objectives.
- Confident presentation skills to deliver reports to stakeholders on KPI and social engagement metrics.
- Working knowledge of how to run and publish live streams to Youtube, Facebook, and Twitch as well as using tools such as OBS Studio.
- Able to collaborate across disciplines & communication styles with ease.
- Previous experience using social media management tools similar to Hootsuite and Sprout Social.
- A working knowledge of running a Discord Server is a plus.
- It would be advantageous to have previous experience within the gaming industry but this is not a requirement (being an avid PC, mobile or console gamer definitely counts as well.)

### People Skills:

- Able to communicate effectively with a range of management levels.
- Proactive communication of issues to appropriate personnel.
- Excellent interpersonal skills.
- Extremely proactive and enthusiastic personality.
- Maintain a professional and positive reputation at work and within the community.
- The ability to accept feedback and work collaboratively to reach our best potential.

### To Apply:

Please visit our careers website at [www.pikpok.com](http://www.pikpok.com) to see the full position description and to learn about what it means to be a great member of our team.

- Please send your application to [careers@pikpok.com](mailto:careers@pikpok.com)
- Closing date for applications – 11 February 2022.