

Playful Director of Marketing

We're looking for world-class game makers and bright new talent -- people who want to work on beloved products and do some of the best work of their careers. Here are the kinds of people we love working with: people with new ideas; people smarter than us, who can help us learn new tricks and also grow themselves; people who love both games and the technology inside them; people who have an entrepreneurial spirit; who enjoy tackling difficult problems and doing things that have never been done before. If this sounds like you, then keep reading!

Summary:

As a Director of Marketing you'll craft and build core marketing strategies, compelling marketing narratives, and help bring our product stories to life with gamers. You will work with key stakeholders and internal/external partners to drive the full marketing mix. In addition to pushing internal stakeholders beyond their creative and strategic comfort zones, you will inspire partners to do their best creative and strategic work. The ideal candidate will have experience in product marketing strategies and activities in managing console, mobile, PC, and live-service games and processes. This person should possess creative and analytical superpowers, and work well in a cross-functional team. The ideal candidate will have experience in developing a cohesive marketing and communications strategy across all channels/touch-points, and partner with teams to manage day-to-day execution and evaluation of marketing plans. You will create and drive communications to the community while helping create the future narrative of Playful and our products. This role will report to the President/CBO.

Responsibilities:

- Serve as primary steward of all product/brand activity including initiatives across multiple consumer touch points (ATL, social media, digital, events/sponsorships, etc.)
- Define and manage go-to-market strategies and integrated marketing campaigns, including digital, social, CRM, search, promotions, retail/channels that drive commercial results and consumer conversation. Report on campaign performance and make timely recommendations for optimization.
- Leverage research to closely collaborate with development teams on product positioning and value props, which will help inform and influence the execution of holistic marketing campaigns.
- Drive the creation of external facing marketing assets including but not limited to logos, names, key art, trailers, product photography, packaging event designs, and paid/organic digital and other media executions.
- Bring a gaming promise to life with rich emotional campaigns that resonate with the hearts of gamers around the globe, and leverage these campaigns to reach a new and diverse global audience.
- Ability to develop strategies and tactics that punch way above their weight class, and deliver them with limited resources.
- Partner collaboratively with development teams and other groups at Playful to align on marketing campaign strategy, set priorities, and devise execution roadmaps.
- Serve as the main point of contact for external partners (publishers, agencies, other), working closely to ensure clear ownership, passion, and alignment across all key stakeholders.
- Create and manage marketing calendars for each game and brand/IP.
- Develop and foster relationships with external agencies and partners to deliver great work that is on brief, on time, and on budget.

- Drive product adoption and engagement rates by driving post-launch product changes, creating market-facing programs, and providing effective product launch support to partners as needed.
- Develop new opportunities to engage, nurture, and educate the Playful community through strategic projects around brand and content.
- Regularly present and report to studio leadership and stakeholders on marketing strategies, plans, and findings.

Qualifications:

- Deep knowledge of the games industry and games media.
- Driven marketer with a minimum 6-8 years of experience in video games, esports, sports, or music/entertainment industries.
- Track record of spearheading and executing innovative marketing programs that generate results, while working in a fast-paced environment and managing a multitude of projects.
- Self-starter mentality: must be able to effectively work independently and autonomously
- Strategic, innovative, flexible, and creative, with strong organizational management, problem-solving, and analytical skills.
- Proven ability to handle multiple projects and meet deadlines.
- Demonstrated proficiency in building and managing a marketing team.
- Excellent written/verbal communication and presentation skills.
- Ability to build relationships, manage stakeholders, and clearly and effectively articulate vision/direction and how plans impact organizational goals.
- Background in defining and evaluating ROI of digital marketing initiatives.
- Experience working with agencies to manage budgets, hitting ROI goals, and moving quickly to address market changes.
- Robust media planning experience.
- Demonstrated ability to work with multiple stakeholders and key partners.

Bonus Points:

- Strong existing relationships within the gaming community.
- Strong familiarity with streaming platforms as a user and broadcaster.
- Strong existing relationships with the influencer community (games & entertainment).

Perks:

- We own our IP
- Company paid Medical, Dental, and Vision Insurance as well as other ancillary benefits
- 401k
- Flexible PTO and paid Maternity and Parental Leave
- Free Snacks, Beverages, and Hugs

Playful is proud to be an equal opportunity workplace. We don't just accept difference - we celebrate it, support it, and thrive on it for the benefit of our employees, our products, and our community. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. If you have a disability or special need that requires accommodation, please let us know.