



Director of Product Marketing

WN Talents

Job Overview

Location: Remote work
Website: <https://talentsingames.com/>

Description

WN Talents is in search of a **Direct of Product Marketing** for our client.

A little bit about our company:

Our client is an international publisher and developer of mobile games. Since 2006 the company has become public and is listed on NASDAQ. They create games in popular genres such as match-3, hidden object games, and mahjong solitaire. Their portfolio includes over 20 world-class projects, including Sherlock, Hidden City®, Mahjong Journey®, Homicide Squad®, Jewels series.

Requarments:

5+ years in Product Marketing
Game Development Experience - Mandatory
F2P Experience: Minimum of 3 years required
Market Analysis and Research experience
Market Segmentation
Understanding of User Acquisition, Retention, and Monetization Strategies
Data Analytics
Project and Budget Management
English Proficiency: Native or C2 level
Customer-Centric Mindset
Analytical Thinking
Leadership and Team Management

Key tasks:

Collaborate closely with game developers to understand new titles, target audiences, and unique value propositions.
Develop a comprehensive go-to-market strategy.
Stay ahead of mobile gaming trends and competitor strategies.
Manage the game's communication strategy, crafting messaging that resonates with target audiences across various channels.
Analyze user data and app store metrics to identify areas for improvement and optimize marketing strategies.
Lead and mentor a team of product marketing professionals.

We offer:

Fully remote work.

Official employment within the company or through a B2B contract/

An enhanced benefits package/

A team of professionals, and ambitious challenges.

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