

Joboffer dated from 12/12/2016

## International Brand Manager (f/m)

Field:	Marketing / PR
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	Mainz
Country:	Germany

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### Company data

Company:	<b>Ubisoft Blue Byte GmbH</b>
Street adress:	Adlerstraße 74
Zip Code / Place:	40211 Düsseldorf



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### Contact Person

Name:	Remigius Parij
Position:	Human Resources Spezialist
Street adress:	Adlerstraße 74
Zip Code / Place:	40211 Düsseldorf

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### Job description

#### Company Description

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified line-up of products and partnerships. Ubisoft is present in 28 countries and has sales in 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. In our German offices in Düsseldorf and Mainz, we are working on brands like "Assassin's Creed", "The Settlers" and "Anno".

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#### Job Description

Games-Career.com is a service provided by:

In order to continue delivering highly qualitative and innovative game plays we are looking for a

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### **International Brand Manager (f/m)**

This position will be located at **Ubisoft Blue Byte, Mainz (Germany)**.

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### **Your Tasks:**

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### **Brand Management:**

- Develop and evolve the brand together with the development teams and ensure that all products are fully complying to their Brand DNA
- Be an expert in his products
- Be the expert of the brand values & define the right target groups
- Identify new trends and status quo of brand perception through market & consumer researches
- Have a clear vision of the positioning and benefits of the brand versus its competitors
- Develop the brand potential outside the video game industry

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### **Communication:**

- Create brand awareness with internal and external stake holders
- In co-operation with the Marketing Art Director, establish the brand's graphic profile and characteristics used when communicating the brand
- Design and implementation of an adapted communications strategy for each Project
- In co-operation with PR, define the right timing and content for events and PR tours following the communications strategy
- Identify and define the right speaker person for public showings of the games
- Responsibility for the timely production and quality of all marketing assets and communications tools
- Creative collaboration with the teams of artists and/or external agencies

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### **Qualifications**

More than 3 years of experience in game marketing or any other relevant field

Experience from trade shows and brand creation/evolution

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Experience from establishing relations with media and partners ☐

Direct involvement in several successful game launches ☐

Experience in brand building and marketing on an international Level ☐

Good knowledge of the English language

German and French knowledge is a plus ☐

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## **Additional Information**

### **☐ Your benefits**

- Flexible work hours ☐
- External trainings, education in our in-house guilds and knowledge sharing with other project teams
- Fresh fruits, special conditions for gym membership, support for child care
- Possibility to lent bikes for free or lease your own bike!
- Working in an innovative and international Company

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We offer a highly interesting challenge for a team player including the possibility to show personal initiative. ☐

If you are passionate about games and would like to work in the games industry, please apply via our career portal.

Applications should include the earliest starting date and your salary expectation.

For further information please check [www.bluebyte.de](http://www.bluebyte.de) and [www.ubisoft.com](http://www.ubisoft.com).

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Blue Byte GmbH | Studio Mainz

Römerpassage 1

55116 Mainz

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