



Reference: 00338001
Department: Marketing
Position: Marketing & PR Manager
Type: Full Time
Location: Macclesfield, UK
Salary: Negotiable

ROLE DESCRIPTION

Responsible for the marketing and promotion of franchises and products within the Chillingo and Clickgamer brands, ensuring consistency of all marketing communication to drive product sales and increase consumer awareness of Chillingo as the #1 iPhone publisher.

Key Duties and Responsibilities

Brand Management

- Evangelize Chillingo and gaming brands internally and with key partners
- Convince consumers that Chillingo is the best iPhone publisher
- Ensure message consistency across all marketing communications – internal, as well as PR and consumer communication
- Copywrite for areas including product information documents, presentations, corporate branding materials
- Work with publishing and production depts to establish product positioning, key features and create resulting marketing materials
- Plan and execute appropriate marketing campaigns for selected products pre-, at and post-launch
- Manage creative, media and other agency relationships
- Liaise with U.S. counterparts and internal U.K. team to ensure approved plans (objectives, strategies and tactics) are efficiently coordinated
- Create and execute marketing briefs and plans containing objectives, strategies and tactics for Chillingo and key products
- Present marketing briefs and plans for sign-off by U.K. management team (publishing, development, finance, managing directors)
- Ensure timely delivery and visibility of tactical plans

Budget Management

- Chillingo marketing budget holder – work with PR/marketing team and finance to ensure accurate and appropriate investment (including accurate logging, tracking & phasing)

Partner Relations

- Proactively identify key strategic marketing partners and execute collaborative activity to drive incremental awareness and reach

Special Considerations

- Northwest England-based role, with occasional international travel

Person Specification

- A number of years in entertainment marketing
- Demonstrable brand and product marketing experience
- Strong writing and editorial abilities
- Educated to degree level or relevant marketing qualification
- Have an interest in videogames across multiple platforms, ideally be a gamer
- Strong people management skills and experience
- Experienced in budget management
- Ability to coordinate multiple marketing functions and agencies to ensure delivery of integrated and on-message campaigns
- Ability to work alongside and present to senior management – both internal and external

Behaviours/Competencies

- Strong motivator and team leader both internally and externally
- Team player
- Strong presenter, negotiator and collaborator with external clients and agencies
- Self-starter and driven
- Analytical
- Strong commercial awareness
- Strong delegation and time management skills
- Leadership

REQUIRED BACKGROUND

Desirable Education: Degree level. Prior games industry experience

CONTACT

Email: jobs@chillingo.com [NO Recruitment Agencies]