



Cloudhead Games is seeking a **Marketing Director** to strategize, plan, and implement the company's overall marketing initiatives.

We are a virtual reality game studio with headquarters based in beautiful Qualicum Beach on Vancouver Island, Canada. We are an equal-opportunity employer with a diverse, talented group of collaborators focused on developing the most advanced consumer VR experiences. With eight years of research and development, we have created innovative solutions and award-winning content, proving the capabilities of this new medium.

As the Marketing Director, you will help us continue to blaze trails through the great possibilities of VR. A successful candidate will have a strong desire to work in a fun and innovative development environment, poised for growth. In this position, you will report to the Director of Operations and Co-founder. You will join and work closely with the executive team and you will oversee the Marketing Manager and the Social Media/Community Relations positions. You will create and collaborate on strategic marketing and communications plans to help propel both Cloudhead Games and Pistol Whip (our award winning, action-rhythm FPS) to the next level of success.

Dedication and excitement for VR and games runs deep within our company. Our ideal candidate will possess the same passion.

This is a permanent full-time position.

**Responsibilities:**

- Strategize, plan, and implement all of Cloudhead's general and project-specific marketing and communication initiatives, from conception to launch, with the executive team.
- Oversee the Pistol Whip marketing department to optimize pipeline and communication, marketing analytics, SEO, data collection, and reporting.
- Lead Cloudhead's general PR initiatives, press releases, and liaisons with the media.
- Lead games sales strategies for all platforms, with a focus on Pistol Whip.
- Collaborate with Cloudhead and Pistol Whip stakeholders to define goals and determine and track KPI's.
- Work with the Finance Manager to create and maintain a company-wide marketing budget and forecasting.
- Provide market research and data analysis on industry and competitors.

- Strategize and attend speaking engagements, conferences, and other industry events.
- Aid in business development initiatives, including strategic relationships and partnerships with key industry players, agencies, and vendors.

**Qualifications:**

- 7-10+ years experience as a Marketing Director in the video game industry with a marketing, communications, or business degree (or equivalent work experience).
- Exemplary leadership skills, fostering teamwork, employee morale, motivation, and open communication.
- A creative and strategic thinker with a growth mindset to help take Cloudhead to the next level.
- A proven track record in overseeing and executing successful marketing campaigns.
- Ability to be highly-organized, flexible and thrive in a fast-paced environment, and able manage multiple projects with tight deadlines
- A deep passion and understanding of video games, virtual reality gaming, eSports and general gaming culture.
- Solid knowledge of the gaming community in various channels such as Steam, Discord, reddit, etc.
- Knowledge of Adobe Suite, G-Suite (Google Docs/Sheets), and Wordpress.
- Must have the ability to work within the Pacific Standard Time Zone (PST)
- Must be legally entitled to work for a Canadian company.
- A desire to work for a fun startup with growth opportunities. :)

**Additional beneficial experience:**

- Experience with VR hardware
- Experience dealing with music licensing

**Benefits:**

- Three weeks paid vacation; two weeks for regular vacation and one scheduled holiday closure that covers Dec 25 - Dec 31.
- Competitive compensation package
- Employee Stock Ownership Plan
- Health Benefits

Currently, this position will require you to work from home with support from Cloudhead. We are a distributed team with a focus on remote collaboration. When/if we open our physical location we will maintain a hybrid studio.

**Apply:** Please send a cover letter and resume to [jobs@cloudheadgames.com](mailto:jobs@cloudheadgames.com) by no later than **Friday, March 26th, 5PM PST.**

Note: Due to an accelerated timeline only qualifying candidates will be contacted.