



Cloudhead Games, creators of the top-selling VR game Pistol Whip, is seeking a seasoned **Brand Manager** to help propel Pistol Whip's success in its upcoming updates across multiple platforms.

We are a virtual reality game studio with headquarters based 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 Brand Manager, you will help us continue to blaze trails through the great possibilities of VR. You must have a strong desire to work in a fun and innovative development environment poised for growth. In this position, you will work closely with the development team, social media/community relations, the marketing director, and the business development director. You will create strategic marketing plans to help propel both Cloudhead Games and Pistol Whip, our action-rhythm FPS, to the next level of success.

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

Responsibilities:

- Strategize, create and implement marketing plans, strategies, executions, and roadmaps
- Create and collaborate on creative marketing content and including regular asset creation and management (ie. assist in the capturing of in-game screenshots and b-roll/video creation) in partnership with the development team
- Coordinate marketing materials for campaigns, digital storefronts, ads, signage, etc. working with development, external 3rd party partners, and agencies
- Create and collaborate on social media strategies, PR strategies, press releases, and newsletter/blog updates and maintain the press database
- Solicit and provide feedback on marketing materials and work with graphic design and production teams
- Monitor and report on analytics, set and track campaign KPIs and ROI, and perform bi-weekly competitive analyses to the management team and other stakeholders

- Create and maintain the Marketing Calendar, detailed records of marketing activities, and budget tracking
- Provide guidance and research insights to the development team as needed
- Plan and coordinate Cloudhead's presence at events, tournaments, and conferences with demos and speaking engagements, etc.
- Provide bi-weekly reporting and analysis of the competitive landscape
- Oversee the development of the company website, monthly updates, and SEO in partnership with development and external agencies

Qualifications:

- 5 - 7+ years experience in marketing in the video game industry
- A deep passion and understanding of video games, virtual reality gaming, eSports and general gaming culture
- Deep understanding of analytics, social media, and community platforms and services
- Strong ability to prioritize a varied workload with multiple long and short-term deadlines
- Excellent communication and organizational skills
- Experience writing press releases, blogs, and marketing copy.
- An eye for quality and attention to detail to deliver high-quality content on a tight deadline
- Creative and innovative mindset with the ability to present and deliver on ideas
- Knowledge of Microsoft Teams
- Possess a fun, positive, helpful, and team-oriented attitude
- Ability and passion for travel
- Must have the ability to work within the Pacific Standard Time Zone (PST)

This position will require you to work from home with support from Cloudhead. We are a distributed team with a focus on remote collaboration.

Additional beneficial experience:

- Generating and editing promotional video and image content
- Graphic design experience
- Virtual reality hardware and game experience

Apply: Please send a cover letter and resume to jobs@cloudheadgames.com

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

Deadline: Please apply by Friday, July 16th, 2021