



At Cloudhead, we're pushing the limits of VR Gaming. We strive to define the medium, while maintaining a human connection to the experiences we create. **We want team members who share our passion** for proving the capabilities of this new platform!

We currently have an opening for a **Marketing Manager** to join our remote-based organization. Reporting to the COO, you will work closely with the development team, social media/community relations and the Business Development Manager to drive global brand awareness. You will create strategic marketing plans to help propel Cloudhead Games to the next level of success.

You will thrive in an environment working with both external agencies and internal cross-functional departments to implement the brand plan, including product launches, extensions, and promotions. You will act as a brand ambassador and communicate the brand's message at all customer touch points.

The ideal candidate has exceptional communication and organizational skills, is energetic, a team player, and thrives in a growing environment.

What you'll do:

- Lead development and execution of annual brand plans to meet sales and profit goals, including active monitoring of business fundamentals.
- Provide input into brand innovation, specifically guiding delivery of unique brand propositions including developing long-term innovation, to ensure Cloudhead, and its products, are consistently recognized as an industry leader.
- Lead agencies on strategy and creative development for fully integrated marketing communications. Includes developing experiential marketing/PR/digital marketing plans to deliver efficiently on brand-building and buzz-generating objectives.
- Collaborate with internal teams (graphic design, production) to leverage research (historical and secondary) and insights (consumer spending, trends) to drive business planning and brand actions and ensure continuous learning plans.
- Manage budgets and recommend in-year trade-offs needed to deliver category targets, consulting and aligning with equity/innovation on major shifts in spend.
- Support tactical execution and resolution of escalated issues for the commercial plan.
- Plan and coordinate Cloudhead's presence at events, tournaments and conferences with demos and speaking engagements, etc.
- Manage digital marketing strategy across all platforms.
- Mentorship/career development of employees.

What you'll need:

- 5+ years marketing experience within the gaming industry, with experience in strategy and advertising campaign development.
- Completed university degree in marketing (or equivalent experience and/or education)
- Experience in marketing and brand management, brand planning, advertising and consumer promotions planning, execution and reporting, innovation, and project management
- Demonstrated strong understanding of and ability to balance needs of consumer, operations, and finance. Able to mine data sources (consumer research, and secondary reporting) for insights to drive brand planning, growth, and annual plan achievement
- Understanding of business planning and the ability to build bottom-up plans, with cross-department coordination.
- A deep passion and understanding of video games, virtual reality gaming, eSports and general gaming culture.
- Must have the ability to work within the Pacific Standard Time Zone (PST)

A little bit about us:

- We're an equal opportunity employer! We celebrate our diverse team and support our employees' career and personal development. We offer professional development funds, and career development planning to help our employees' overall growth.
- We offer a **competitive salary and every position at Cloudhead comes with benefits**, including extended health and dental coverage (when eligible), as well as extremely generous and flexible time off options.
- Work culture is important to us, and we're really proud of what we've built! Come share a drink with us in our studio Sync-Ups and Happy Hour.
- Like what you're seeing? Check out our Facebook and Twitter!

What's next?

If you think this is an exciting opportunity, please send a cover letter and resume to jobs@cloudheadgames.com with the job title in the subject line. We'd love to hear from you!

Due to a small (but completely awesome) recruitment team, only those candidates that qualify will be contacted. Thanks for your interest in Cloudhead and we wish you success in your job search!