



Communications Manager Benelux (M/W/NB)

Düsseldorf - Full-time - 743999952312768

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Mission statement

The mission of the Communications Manager is to manage earned relationships with press, media, and relevant local organizations. The Communications Manager will drive local coverage across specialist, entertainment, mainstream, and corporate press with awareness and engagement strategies and consideration depending on the target audience. The local Communication team will be responsible for working alongside the central communication teams to deploy and implement the global brand communication strategies adapting them for their specific territory. Utilizing a “player-first” mentality and using their knowledge of videogames, entertainment and pop culture, Communications Managers will secure unique coverage with a focus on storytelling aiming to drive awareness, engagement, and growth of Ubisoft’s player base. The Communications Manager will also drive Ubisoft’s corporate initiatives and agenda using proactive and reactive initiatives that will reinforce the overall Ubisoft mission. They will also support the organization of events, applying both remote and in-person experiences as applicable, including reveals, pre-briefs, preview events, hands-on opportunities & consumer shows as applicable. The local Communications Manager will collaborate with local, regional and central teams providing insights and best practices to enrich the Ubisoft Communication ecosystem.

In this role, you will:

- Illustrate a keen understanding of the media landscape, and drive innovation and engagement within the local communications approach.
- Develop and maintain Ubisoft’s relationships with key local press, and can leverage these to identify, negotiate and maximize opportunities to showcase key products, as well as managing and improving Ubisoft’s overall visibility and favorability in these channels.
- Demonstrate efficiency across communications plans and illustrates ROI for all campaign elements, through clearly identified measurement criteria, prudent budgetary management, and thorough analysis.
- Develop close working relationships with the central communications team, to ensure clear communication and alignment, and act as the local point of contact for execution of central PR plans, while providing input and direction.
- Coordinate and support impactful events, trips and exhibitions – virtually and in-person – that work for press outlets and deliver stand-out results, including press trips to Ubisoft’s global

network of development studios, and external events and consumer shows.

- Manage and organize delivery of all press materials and messaging across allocated products, including media alerts, press kits, and other collateral.
- Localize content and press materials
- Reporting of performance and results/analysis to central Global Publishing teams
- Keep abreast of external best practices and trends to recommend solutions and tools that support the communications network.

Your main KPIs will be the following:

- Reporting and Analysis with a focus on metrics that include Sentiment, Key-messaging and Engagement (Share of Voice, etc.)
- Events ROI (Preview coverage, positive engagement, etc.)
- Relationship Management (including identifying new media contacts and outlets)

To succeed in this role, you need:

- Proven experience in PR/Communications, ideally including experience within the videogames or entertainment sectors.
- Solid track record of developing and executing PR plans and strategies.
- Demonstrate analytical and strategic thought in planning, as well as the ability to execute creative tactics.
- Skilled at fostering relationships with press, and familiar with the latest trends within the media landscape.
- Strong written, verbal, analytical, presentation and interpersonal skills, and an eye for detail.
- Capacity to represent Ubisoft with external partners
- Fluent in English, native or bilingual Dutch
- Strong knowledge of the BeNeLux market and its specificities

Ubisoft offers the same job opportunities to all, without any distinction of gender, ethnicity, religion, sexual orientation, social status, disability or age. Ubisoft ensures the development of an inclusive work environment which mirrors the diversity of our players' community.