



Job Title: Marketing Manager

Job Location: Charlottetown, Prince Edward Island, St. John's, Newfoundland and Labrador, or Remote

Salary: \$75,000 - \$100,000/yr

Job Description: Other Ocean is looking for an enthusiastic and driven individual to take on the role of Marketing Manager. We are looking for a self-motivated individual who is passionate about gaming and has the initiative to come up with new and creative ideas. In this role you will be responsible for the following:

- Strategically planning and budgeting marketing activities for the company and its games
- Developing the brand of our original IP including setting the voice and tone of community interaction
- Working with, and providing guidance, to a growing team of Community Managers and Customer Service agents
- Keeping an active stream of communication between the development team and the game's community
- Coordinating with the development team to make sure that the community is up to date
- Managing published content (images, video and written) for press releases, social media, and ad campaigns
- Conducting market research to identify current trends and report findings to the team to establish potential opportunities

The chosen candidate must have:

- 5+ years experience in Marketing or Communications
- 2+ years experience in the videogames industry or equivalent
- Experience managing or supervising a team
- Deep understanding of the PC Gaming community
- Social media expertise in gaming audience spaces such as Discord
- Excellent communication skills (written and verbal)

The following are considered assets but not required:

- Post secondary education in a relevant discipline such as Marketing, Business, Analytics or Communications
- Experience creating content (images and videos) for social media
- Experience and understanding of how paid media campaigns work (google, youtube, facebook, etc.)
- Experience conducting and interpreting social media analytics
- Experience in a Community Management or Social Media Coordinator role



What we offer:

- Annual Bonusing Plan
- Health and Dental Benefits - Premium Covered 100%
- Group RRSP Matching Program (5-7%)
- Generous and flexible personal time off

Please submit resumes and inquiries to employment@otherocean.com with the subject "Marketing Manager".

Other Ocean Group is an equal opportunity employer that values a team of people with diverse backgrounds and lifestyles. The unique makeup of our team contributes to our success. Driving equality empowers our team, enables us to innovate, and helps us maintain a more inclusive environment.