



# Lead Client Marketing Manager

## Description of Role

The Lead Client Marketing Manager will lead a small team of Campaign Managers to plan and deliver effective, impactful marketing campaigns for a variety of small game development studios and publishing businesses. The role will also be responsible for ensuring that client relationships are effectively managed, driving high levels of satisfaction as well as exemplary campaign results.

Successful candidates will need to demonstrate experience and ability in all three of marketing management (both strategy and deployment), client/stakeholder relationship management, and people management - and will need a good working knowledge of the video games industry. The ideal candidate will have a particular passion for indie games, and bring both agency- and client-side marketing experience as well as an established network of industry contacts.

## Purpose of Role

- To ensure the successful planning and delivery of marketing campaigns for our clients
- To develop the knowledge and skills of a small team of client campaign managers
- To deliver measurably beneficial results, ensure high levels of client satisfaction, and maintain high standards of work

## Reporting To

Head of Client Marketing

## Salary Range

£30,000 - £35,000 per year, depending on prior experience.

## Typical Hours & Place of Work

9:00 - 17:00 Monday to Friday. Remote.



## **Main Responsibilities**

### **Marketing Management**

- Lead the strategic and tactical planning, and subsequent delivery, of marketing campaigns for Game If You Are's clients
- Generate creative and innovative ideas for marketing campaigns
- With your team, ensure marketing projects are properly managed and delivered in line with expectations and agreed specifications
- Liaise and negotiate with third-party vendors and freelancers
- Support your team in the successful day-to-day delivery of marketing activities
- Ensure campaign results are tracked and accurately reported

### **Line Management**

- Effectively delegate projects and tasks to your team
- Identify team's strengths and weaknesses and provide support and coaching where required
- Provide ongoing direction and feedback to your team
- Conduct regular 1:1s with your team members to identify issues and learning opportunities and provide support in professional development
- Set and maintain standards and expectations in relation to performance and results
- Ensure your team members are correctly following company processes and procedures

### **Client Relationship Management**

- Support your team in their day-to-day management of client relationships
- Directly manage relationships on key client accounts
- Proactively identify risks and opportunities on client accounts, and resolve issues or concerns before they become a problem
- Consult with and advise clients on marketing-related matters

### **Business Development**

- Contribute to Game If You Are's new business process by assisting with sales calls, pitches and proposals
- Identify opportunities for further business with existing clients
- Attend occasional events to represent Game If You Are and publicise its services



### Miscellaneous

- Support the Head of Client Marketing and the wider leadership team in introducing new initiatives and processes within the company, and developing our client service offering

### Person Specification

Experience / Skill / Proficiency	Essential / Desirable
At least 2-3 years in a marketing or related role	Essential
At least 1-2 years in a client- or stakeholder-facing role	Essential
At least 1-2 years leading or supervising other team members	Essential
A good knowledge of the video games sector	Essential
Excellent organisational skills	Essential
Excellent communication skills - written and verbal	Essential
Knowledge of a range of marketing and communications disciplines, with experience designing and deploying creative and strategic campaigns	Essential
Knowledge of how to track and analyse data to inform decision-making	Essential
Experience working in a marketing agency environment	Desirable
Experience working in a client-side marketing role	Desirable
A specific interest in or passion for indie games	Desirable
Experience running successful marketing campaigns for small games studios	Desirable
Established games industry and/or games media contacts	Desirable