



# Content Creators Manager Benelux (W/M/NB)

**Düsseldorf - Full-time - 743999952314925**

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## Mission statement

As Ubisoft is increasing its focus on Content Creators to put them at the heart of the Marketing strategy, the mission of the local Content Creators Manager is to drive and execute the WW publishing strategy for Content Creators in his/her country in order to achieve our common objectives of viewership and engagement.

The local CC manager manages direct 1to1 relationships with content creators and puts in place paid and earned activations that support our pre-launch, launch and post-launch marketing pulse points. They also play a key role in the deployment and growth of the strategic Ubisoft Creators program that aims at enlarging our pool of Creators by providing them with more services and content: the local CC manager's role is to promote the program and onboard new creators, to encourage creators to participate in activations and to provide them with ongoing support. They also collaborate with central teams to constantly improve the program and bring new innovations.

In this role, your responsibilities will include:

- Advocate for creator initiatives that will improve acquisition, retention, and growth.
- Manage daily interactions with Creators, act as spokesperson for assigned projects.
- Research, evaluate, outreach and own communication with a vast amount of content creators across all platforms
- Support deployment of the Ubisoft Creators Program: applications vetting, local promotion, business requests management, etc.
- Support titles in Ubisoft's portfolio by activating content creators across all platforms.
- Help produce, edit, and present materials including pitches, Q&As, talking points, capture guidelines and presentations
- Coordinate distribution of b-roll packages, creator kits, and any other digital or physical items associated with our creator campaigns.
- Deliver timely and informative reporting on CC activities, coverage, opportunities, successes, and creator feedback.
- Assist in the planning and execution of capture events both physical and digital for live and unreleased titles.
- Collaborate with internal and cross functional stakeholders worldwide

Your main KPIs will be the following:

- Viewership per pulse point (CCV and Hours watched)
- Recruitment and loyalty for Ubisoft Creators Platform
- Creators retention and activity
- Viewership engagement / sentiment

To succeed in this role, you need:

- Proven experience in Creator relations and / or Digital marketing.
- Avid consumer of Creator content across all platforms.
- Excellent interpersonal and communication skills, both written and verbal.
- Fluent in English, native or bilingual Dutch
- Capacity to convince and negotiate.
- Ability to identify trends, opportunities, and relationships within the online gaming community and to leverage them to drive innovation.
- Ability to deliver concise qualitative and quantitative reporting.

*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.*