

**Frameplay Marketing Director**

Frameplay is a global in-game advertising company headquartered in San Francisco, California with global sales and development offices and teams supporting EMEA, LATAM and APAC. Frameplay truly enables game developers to place advertising easily and intrinsically within video game environments without interfering with or degrading the gameplay performance or experience.

Frameplay’s Marketing Director is responsible for creating and implementing specific marketing and communications strategies to drive awareness, consideration, and adoption of Frameplay’s Intrinsic In-Game Advertising Solution. As a start-up, the Marketing Director should be prepared to be as hands on as necessary to get the job done.

The work spans from preparing monthly, quarterly, and when possible annual marketing plans, creating a calendar of campaigns and events (then activating them), working within, and often setting and resetting the marketing budget relative to market conditions. The Marketing Director must have a constant pulse on the market and competitors, producing a quarterly internal overview of Frameplay in context of the market to inspire and inform the company of progress.

The Marketing Director will work closely with data scientists/analytics to determine the outcomes of activities and optimizations to be made based on the best data available.

**Required Skills**

* Working with CSOO, build quarterly integrated marketing plans across paid, earned, and owned channels to grow adoption of intrinsic in-game advertising solutions for game developers and advertisers.
* Evaluate and improve end-to-end customer experience across multiple channels and touchpoints
* Drive funnel optimizations and specific product/feature adoption among targeted video gaming creator and gaming developer audiences
* Evaluate market trends and product fit to develop targeted awareness and acquisition programs for creator and developer audiences
* Partner with cross-functional marketing, analyst, and IT teams to build and deploy multi-channel lifecycle marketing campaigns, including nurture and cross-sell programs
* Manage agency partners to budget, structure, and optimize regional and global media campaigns based on ROAS and target CPAs
* Lead campaign execution across channels, including ad configuration, defining target segments, asset maintenance, and creating tracking tags
* Synthesize learnings into actionable insights to shape plans and report best practices with cross-functional teams. This includes leading, launching and creating business case studies to reinforce the value of Frameplay’s capabilities.
* Structure ongoing tests to measure program impact and effectiveness of creative, segmentation, and channel
* Through a deep understanding of web experiences across mobile and desktop, identify unique opportunities to leverage content, creative, and technology that may drive or influence execution

**Minimum Qualification**

* 8+ years experience in Digital Marketing with experience in Digital Advertising, Website Management, Lead Generation and/or Lifecycle Marketing
* Experience with B2B Marketing in the Advertising, Ad Tech and or in-game advertising video game space
* Experience with problem solving and analytical skills including: conducting qualitative and quantitative research, analysing data, data visualization, developing hypotheses, synthesizing insights & recommendations
* Experience with digital and web analytics and data tracking tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends) and SQL
* Website management and technology experience including CMS, HTML, CSS, and Javascript
* Experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
* Experience using various Social Media Interfaces: Ads Manager, Power Editor, Business Manager, Page Insights
* Experience with ad serving tools and DSPs (e.g., DoubleClick, Adobe Advertising Cloud)
* Experience working both strategically as well as in an executional capacity to build and deploy campaigns
* Experience presenting ideas to several stakeholders at once
* Experience collaborating and coordinating with internal and external cross-functional teams
* Experience with digital marketing and digital measurement latest trends and best practices

We are hiring! Please apply by sending a resume to hr@frameplay.gg noting the job title in the subject line of the email.

Frameplay is an equal opportunity employer committed to fostering an inclusive, innovative environment with the best employees. Therefore, we provide employment opportunities without regard to age, race, color, ancestry, national origin, religion, disability, sex, gender identity or expression, sexual orientation, or any other protected status in accordance with applicable law. If there are preparations, we can make to help ensure you have a comfortable and positive interview experience, please let us know.