



Role Description

Communications Director



Who we are:

PikPok is Aotearoa New Zealand's oldest and largest video game developer and publisher. We strive to successfully provide rich game experiences, crafted by talented teams who are curious, take ownership, and collaborate well. We are committed to providing a safe and supportive workplace that enables our teams to make games which will be enjoyed worldwide across mobile, desktop, and console.

About the Role:

We're looking for a Communications Director who can oversee our community and marketing teams. This is a role for someone who is comfortable in digital spaces and up-to-date with the latest in social media and mobile marketing tools, who respects the digital privacy landscape and is excited by the opportunity to communicate to a truly global audience of players in more than 200 territories. Leveraging your skills and experience, you will coach, support, and train our Community and Marketing teams to bring our games to market and retain our players with welcoming spaces and engaging content.

PikPok's games are published on mobile, Steam, and console, and our communities are active on Facebook, Instagram, reddit, and more. At any one time we are actively managing updates for 3-5 flagship games while contributing to early production for games in development. As Communications Director, ensuring smooth and productive internal communications between Marketing/Community and product development teams, video/audio/cinematics team, graphics and visual development teams, is essential. Someone who is organised, encouraging, collaborative, and proactive will have the potential to thrive in this role and support the studio's strategic vision.

The Communications Director's responsibilities include:

1. Responsibilities include, but are not necessarily limited to:
 - Lead, coach, and support PikPok's team of product marketers and community managers, fostering team growth, engagement, and satisfaction while achieving established objectives.

- Facilitate communication and collaboration between players, development teams, and other publishing teams, including advertising and customer support to deliver on objectives
 - Develop and implement marketing and community plans, engagement strategies, and content initiatives, forecasting budgets for activities and getting signoff from stakeholders
 - Work with product teams and stakeholders to develop solid branding and go-to market strategies for our portfolio of games, as well as ongoing promotional and engagement activities
 - Briefing, testing, and iterating on product branding assets (static and video), in collaboration with our visual development and cinematics teams, always seeking to improve product KPIs and support other publishing team functions
 - Generate and present regular reports on marketing and community campaigns and activity with an emphasis on testing hypotheses and reporting on learnings
 - Manage and monitor company social media accounts, forums, websites, and blogs. Mediate player disputes, enforce community guidelines, and ensure adherence to terms of use.
 - Research, test, and provide feedback on new tools and platforms and proactively advocate for the development of internal tools
 - Stay updated on industry trends and best practices for effective community management and marketing of video games
 - Liaise with external parties (such as influencer, press, or event planning agencies) to ensure buy-in and on-time completion of campaign activities.
 - Uphold quality and error-free external communications.
 - Coordinate organic marketing activities including cross promotion, website management, and digital content.
 - Protect PikPok's company branding, including pikpok.com.
 - Coordinate the portfolio and merchandising of non-digital videogame branded products including apparel, music, and art.
 - Plan/organise promotional events including launch parties, expos, and demos.
 - Undertake projects as requested by the reporting manager
 - Be a source of knowledge on studio and competitor games, playing relevant PikPok and reference titles
 - Demonstrating a developed ability in regards to communication, soft skills and professionalism at an experienced level
 - Working effectively, thinking clearly and remaining calm under pressure, especially with critical-path work
 - Upholding and promoting company values
2. Contribute to the effective and efficient operations of PikPok by:
 - Participating actively as a member of the PikPok team.
 - Fostering open, two-way communications at all levels.
 3. Provide PikPok with professional services which are recognised as:
 - Highly professional and competent.
 - Offering a superior level of service.
 - A source of value-added input.
 - Highly proactive in carrying out its functions.
 - Understanding PikPok strategies/objectives and the support required to achieve these.

4. PikPok's priority is the health and safety of all those around us. Our people are encouraged to work together to provide a safe environment for all, by:
- Ensuring health and safety procedures are understood and adhered to.
 - Reporting all identified hazards to hr@pikpok.com within five working days.
 - Reporting all accidents, incidents or near misses to hr@pikpok.com within two working days.
 - Participating in Health & Safety training as required.
 - Taking responsibility for personal Health & Safety behaviour in the workplace.
 - Completing any requests to support H&S correction activity in and for the Studio.
 - Actively supporting Health and Safety initiatives in the Studio.
 - Recognise and reward positive health and safety behaviours in others (if a manager of people).
 - Promote and encourage process improvement opportunities to further improve health and safety (if a manager of people).

Stakeholders and key relationships

External:

- External Account Managers
- PR agencies

Internal:

- Chief Publishing Officer (reporting manager)
- People and Culture Director
- Health, Safety, and Wellbeing Manager
- Chief Executive Officer
- Product Owners
- Growth Director
- Analytics team manager
- Graphics Team Manager
- Cinematics Director

Live the PikPok values

Be Curious

Be interested in everything and ask questions often. Strive to understand our players' needs and follow that through in your work. Be okay with challenging your own preconceptions and established ideas and understand how important this is to growth. Recognise that everyone has something to learn, but also that everyone has something to teach. Bring enthusiasm and passion to your work.

Take Ownership

Take responsibility for your work, be willing to make a commitment and own both successes and failures. Have the maturity to learn from mistakes and be hungry for feedback, and don't let uncertainty result in procrastination. Understand that quality is everyone's business and push

yourself and others to own the delivery of that quality. Be reliable, finish what you start, and work to make your contribution the best that it can be.

Collaborate Well

Show a willingness to collaborate and to think beyond yourself. Listen actively to others and strive to acknowledge and appreciate their point of view. Understand that 'you are not your work' and that constructive critique and collaboration is important in making anything the very best that it can be. Understand your shared and common purpose and work to support and nurture your colleagues. Be respectful, be understanding, and be kind.

Benefits

PikPok offers a wide range of great benefits, outlined on our [careers page](#).