

## **PRODUCT MANAGER - GAMES**

**Location: Sandton**

**Department:** Marketing: Games

**Reporting To:** Sales & Commercial Executive - Games

**Reporting Staff:** None

**Key Stakeholders:**

Internal – Marketing, Sales, Operations, Finance, Graphic Designers

External – Retail Partners, Publishers, Suppliers and Media

### **Purpose Statement**

Product managers are responsible for the overall marketing and sales performance of the products in their care. They are the key persons to plan, develop and implement marketing initiatives and activities for their products across all retail channels

### **Minimum Requirements**

#### **Education**

- Matric
- Marketing Qualification

#### **Systems**

- SAP - Preferable
- MS Office – Functional literacy
- Social Media Platforms - Proficient

#### **Working Experience**

- 2 years experience in marketing or similar role

### **Marketing Tasks**

#### **Key Outputs and Responsibilities**

##### **Relationship Marketing**

- Ensure ongoing communication with publishers/principals pertaining to marketing campaigns, approvals, assets and post campaign analysis.
- Management and maintenance of ongoing relationships with agencies, suppliers, retailers, media and promotional partners.
- Leverage external third-party licensing partnerships.

##### **Planning**

- Evaluate products\content – demand forecast.
- Creation, development and implementation of marketing plans, which encompass all elements of the marketing mix ensuring strict adherence to budgets.
- Develop and implement a go-to-market plan, to execute retail meetings with sales regarding marketing initiatives suggested by product to maximize effectiveness of the marketing plan.

**Directors:** H Bhana **Talent Trace (Pty) Ltd:** Registration Number 2015/351462/07

PO Box 949, Sunninghill, 2157

[www.talenttrace.co.za](http://www.talenttrace.co.za) info@talenttrace.co.za

- Effective management of product life cycle with particular attention to franchise management to ensure market consistency and product longevity.
- Liaise with Sales, Finance and Supply Chain on promotional programs.
- Develop marketing material per product and obtain input from retailers and sales on what unique marketing material and tools can be developed for them or by product to support their sales targets.
- Conceptualize and brief on promotions and new products.
- Organise data and prioritise work to ensure that tasks are completed in timely manner.

#### **Budget**

- Planning and management of marketing budgets.

#### **Reporting**

- Accurate and timeous reporting on product performance pertaining to Marketing, Social Media, PR, Events and Trade Marketing.
- Sales performance review versus target

#### **Events**

- Development, implementation and operational management of product launches at key gaming/partner events where applicable

#### **Competencies**

##### **Knowledge And Skills**

- Basic Knowledge of Console Gaming
- Excel
- Marketing principals
- Written and verbal Communication skills
- Problem solving
- Analytical
- Sales
- PR & Social Media marketing
- Budget management & Reconciliation
- Planning, administrative and organizational skills
- Strong presentation and negotiation skills
- Sound interpersonal skills

##### **Key Attributes**

- Attention to detail
- Logical thinker
- Self-starter
- Decisive
- Innovative

- Results orientated
- Able to work irregular hours/days on an ad-hoc basis.
- Ability to network and foster relationships.