

Public Relations Manager (18007)

Job Description:

Our client is looking for a PR Manager responsible for leading global PR strategy and U.S. execution for third-party games. Working closely with developers big and small, an ideal candidate will have a proven record of crafting innovative global communications plans and executing programs that change perceptions and reach a variety of audiences. They'll see the bigger picture and how it comes together for gaming industry as well as for an individual product. They are collaborative, nimble and thrive in a fast paced, dynamic environment. They see a broad definition of public relations stretching from media and influencer engagement to content creation and owned channel storytelling. They have a global perspective and a desire to be part of a world-class communications team that includes internal, external and partner teams. Being bold, curious and wanting to have fun are key.

Responsibilities:

- Lead global PR strategy and U.S. execution for third-party games.
- Work across a global organization to deliver impact and influence all while driving effective, integrated programs with respective marketing disciplines.
- Provide counsel to internal clients, including executives and external game development partners.
- Integrate PR planning and execution with teams around the world; Create materials and other content to aid subsidiary PR teams.
- Manage PR agency resources for maximum effectiveness, leading multiple resources to be integral members of the extended team.
- Be a vocal and proactive member of the broader gaming console PR team, participating in cross-team PR strategy.

Qualifications:

- 5+ years of experience in communications in games, technology or consumer products.
- Bachelor's degree or higher is required.
- Passion for playing/understanding video games; institutional knowledge of landscape and industry.
- Exceptional storytelling/writing skills.
- Experience working with game developers and marketing teams to partner closely on integrated campaigns.
- Passion for, and current understanding of, evolving media trends.
- Creativity and proven track record in delivering innovative approaches.
- Executive presence and professional maturity.
- Proven ability to lead and manage cross-group teams and virtual teams, including agencies.
- Excellent communication skills and ability to build relationships with diverse personalities.

- Self-starter and can-do attitude a must.
- A great sense of humor, the ability to work hard and have fun.
- Stamina to thrive in a fast-paced, high-energy environment and an ability to deal with change.

Please note: we are unable to consider third party candidates for this position.

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