



Games Marketing Manager, North America

Ravensburger is a family-owned global business operating across a wide variety of categories including games, puzzles, construction toys, book and more under, sold under its own brand as well as brands like ThinkFun, WonderForge and BRIO. Our North American team has a history of launching innovative new products like the Villainous Games line across a variety of categories, as well as nurturing the growth and success of evergreen titles like Labyrinth, Rush Hour, and more.

At Ravensburger, we encourage the discovery of what really matters! The perspectives in our corporate network are as multifaceted as our product range. Our thinking and actions are geared towards the long term and sustainability: we are looking together toward the future. The Games category at Ravensburger believes that play is what makes us human. Play fosters connections that bridge age, gender, race, socio-economic status, and culture, helping us to experience the universal joy of play, together. We are looking for highly motivated people committed to bringing great games into the world to join our team.

In addition to competitive total compensation and benefits (health/dental/vision; disability/life), we offer reimbursement for parking or public transportation cards; opportunities for employee learning via Ravensburger Academy, Lunch & Learn seminars, reimbursed language learning, and Mentorship programs; and a collaborative and creative working environment!

Summary Description:

The Games Marketing Manager, North America, executes impactful go-to-market plans for all board and card games (excluding brain & logic and strategic trading card games) in the United States and Canada and invigorates consumer interest in Ravensburger's backlist of award-winning, immersive, and classic tabletop games. The ideal candidate is result oriented and creative/innovative with excellent writing, communication, and interpersonal skills. This position is an advocate and representative of the Games Category and the Ravensburger brand in North America.

Hours + Salary Range: Full-time, salaried position + annual bonus (85K-95K base, DOE)

Location: Position located in the Seattle, Washington (US) office with 3 days/week in-office minimum

Reporting: This position reports to the Games Product Manager, North America, with a dotted line to the Global Head of New Games Marketing

Managing: This position has 0 direct reports

Job Duties and Responsibilities (Essential Functions):

- **Ads and Activations**
 - Extrapolate and execute global go-to-market strategy for the United States and Canada.
 - Lead all regional ads and activations, including print and digital advertising, paid media, paid social media, and sponsored content.
 - Constantly looks for new solutions, tests and retests for best impact and results
 - Maintain and build influencer and affiliate relationships. Manage product mailers and strategize paid influencer activations.
 - Work with Performance Marketing and Analytics teams to identify and track KPIs. Deliver post-mortem reports for product launches and campaigns.
 - Responsible for on-time and in-budget campaign execution.

- Manage licensor submissions for assets developed by North America team.
- **Events and Communications**
 - Responsible for enforcing embargo dates of confidential information and images on the Ravensburger North America team.
 - Work with Performance Marketing and Social Media teams to maintain Games content across all communications channels. Brainstorm content, coordinate graphics with Creative team, and write copy. Schedule/post content on platforms as needed.
 - Responsible for timely delivery of product assets and details to Public Relations team. Additional responsibilities (such as completing product intake forms, coordinating sample requests, or proofreading media alerts) as needed.
 - Work with Events Manager to determine Games Category programming at North America events. Support with marketing graphics, promotional items, and necessary Games training for event staff. Attend consumer and sales events as staff support as needed.
- **Trade Marketing and Sales Support**
 - Work with Digital Commerce team to ensure timely delivery of necessary product images, graphics, and copy.
 - Maintain marketing text in product database (PIM) for the following language entries: US English, Canadian English, and (coordinating with Ravensburger France) Canadian French.
 - Manage marketing relationships with retailers and distributors in the US and Canada, keeping Ravensburger top of mind as a preferred partner and strategizing partnerships to elevate and support retail presence.
 - Ensure timely development and delivery of trade marketing assets, such as hobby magazine ads.
 - Work with Sales team to review Global Games Category's point-of-sale display, promotional item, and demo display offerings and coordinate needs for the US and Canada.
 - Work with North America Games Product Manager to support Sales team with presentations (assets and information) and sample needs.
- **Additional Responsibilities**
 - Manage Ravensburger North America's Games Category marketing budget and invoice submission.
 - Report project status back to North America Games Product Manager and Global Head of New Games Marketing, flagging areas of concern or opportunities for improvement.
 - Work collaboratively with the North American marketing managers of other categories to streamline processes and problem solve.
 - Participate in team brainstorming, playthroughs, and testing.
 - Maintain and track all tasks in Wrike.
 - Additional responsibilities as required.
 - (Optional) Support Global Games video creation as on-screen talent.

Knowledge/Skills/Abilities:

- **Product Marketing Expertise:** Strong and nuanced understanding of advertising and marketing platforms and their target audiences. Proven track record of building content calendars and executing on deadline.
- **Organizational and Multitasking Skills:** Exceptional organizational and time management abilities. Capable of multitasking, meeting deadlines, and adapting to shifting priorities in a fast-paced environment.
- **Communication:** Excellent communication skills (oral, written, presentation) with expertise in marketing copywriting.
- **Analytical and Problem-Solving Abilities:** Strong analytical mindset with independent problem-solving capabilities. Detail-oriented with a proactive approach to identifying and addressing issues.

- **Interpersonal and Cross-Cultural Skills:** Robust interpersonal skills, capable of influencing and relating to individuals at all organizational levels. Sensitive to diverse corporate, employee, and public needs, with an understanding of international dynamics and cross-cultural communication.
- **Innovation and Continuous Learning:** Open to creativity and innovation, with the ability to identify and implement rational solutions. Committed to continuous learning and staying updated with tabletop industry trends.
- **Technical Proficiency:** Comfortable using or learning technological tools like Wrike, Microsoft Teams and Office Suite, SAP, Dropbox, etc.

Education and Experience Requirements (Minimum):

- **Required (comparable experience acceptable for requirements):**
 - 3+ years games industry experience.
 - Comfortable with Microsoft 365, includes Teams and Office.
 - Comprehensive English fluency (written and oral).
- **Preferred:**
 - Prior marketing experience with Licensors, including managing licensing submissions.
 - Experience with SharePoint, Wrike, and SAP.
 - Written fluency in French.
 - Diversity and inclusion experience and/or international study or work experience.

Diversity + Inclusion Statement

We believe that in diversity lies strength; in challenge, growth; and in difference, the creativity of a fresh perspective. In line with our desire to build Ravensburger as a robust global home within the game industry, candidates from a variety of diverse backgrounds (be they racial, cultural, educational, socio-economic, gendered, or otherwise) are explicitly invited to apply.

Application Instructions

Please send email including cover letter explaining why you are applying for this position and why you believe you are the best person for the job (typed into the body of the email is fine) and attached CV / resume to ravensburgergamesjobs@ravensburger.com and we will be in touch. Please allow 1-2 weeks for an initial response before sending a follow-up inquiry.