



## Regional Product Marketing Manager, (WOT Blitz)

### Job Information

**Hiring Company**

[Wargaming Japan Ltd.](#)

**Job ID**

1466379

**Division**

Marketing

**Industry**

Gaming

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

Negotiable, based on experience

**Refreshed**

May 2nd, 2024 01:00

### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

**Job Overview**

The Regional Marketing Manager will oversee Wargaming's World of Tanks Blitz within the APAC region. Your role will be to help shape and drive the marketing strategy for the APAC market.

The ideal candidate will have a proven track record of successful customer acquisition for mobile video games in APAC and help deliver on acquisition targets as well as building the brand for World of Tanks Blitz in the region. The ideal candidate must have a track record of strong, cross-functional strategy building and exhibit robust analytical and communication skills.

We're looking for a well-spoken, strategic and analytical thinker who thrives off challenges, can break down problems, drive solutions, share their experience, and engage effectively with both internal or external colleagues.

**Reports to**

Regional Franchise Director, APAC, WOT and Wows

**What will you do?**

- Review and improve media channel strategies for World of Tanks Blitz the APAC market with clear understanding of rationale behind media channel selection
- Review and optimize player segmentation, define prioritization for target audience for APAC region
- Take ownership of the regional budget management and forecasting with a clear understanding of spend commitments to drive brand awareness and new customer acquisition in the market
- Prepare and present performance of regional KPIs and campaigns to the Management Team
- Build a strong partnership with internal departments and functions e.g. community, legal, art, performance advertisement and influencer outreach teams
- Work closely with key partners within APAC to develop measurable and successful acquisition tactics as well as build long-term strategic acquisition opportunities in the market
- Be the brand ambassador for World of Tanks Franchise, ensure that all media campaigns and activations are in line with product positioning and brand guidelines

**About Wargaming**

Wargaming is an award-winning online game developer and publisher headquartered in Nicosia, Cyprus. Operating since 1998, Wargaming has become one of the leaders in the gaming industry with 16 offices worldwide, including studios in Chicago, Prague, Shanghai, Tokyo, and Vilnius. Our diverse and multicultural team works together to deliver a top-class experience to millions of players who enjoy Wargaming's titles across all major gaming platforms. Our flagship products include free-to-play hits World of Tanks, World of Warships and World of Tanks Blitz.

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**Required Skills****What are we looking for?**

- **Proven experience in branding/marketing strategy for mobile video game as a service (GaaS) in APAC region (Especially Japan)**
- Track record of planning and executing branding and acquisition campaigns
- Passion for PC video games
- Upper-Intermediate or higher level of English
- Experience leading a team of marketing professionals with diverse backgrounds
- Dedicated team player with a positive attitude

**What additional skills will help you stand out?**

- Understanding of free-to-play business model with regards to effective branding and ROI based marketing
- Understanding of APAC media landscape and key media trends
- Knowledge of Korean or Japanese language

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**Company Description**