

JOB DESCRIPTION

Job Title:	Digital Media Executive
Department:	Marketing EMEA
Reporting to:	Marketing Director

Capcom is a leading worldwide developer, publisher and distributor of interactive entertainment for game consoles, PCs, handheld and wireless devices. Founded in 1983, the company has created hundreds of games, including best-selling franchises Resident Evil, Street Fighter, Monster Hunter, Devil May Cry and Mega Man. Capcom maintains operations in the U.S.A, U.K, Germany, France, Hong Kong, Taiwan and Japan where our corporate headquarters are located.

Main Purpose of Job

- Be the Media specialist across brands – help create and evaluate media plans with Capcom brand team and media agencies for the various marketing beats on any paid campaigns and find insights to optimize the performance of our marketing.
- Support Capcom's EMEA social media growth by analyzing paid and organic metrics in coordination with Capcom's Community Management team
- The role requires a driven candidate with a proven ability to work with multiple stakeholders (both internal and external), and a keen attention to detail.

Main Responsibilities

Specific Duties:

- Create, influence and evaluate media plans in EMEA, in coordination with Marketing Director, Brand Managers and media agencies
- Oversee execution of said media plan with media agencies, including live optimisation
- Synchronise with and guide local Capcom teams on paid media activities
- Primary media agencies and 1st party contact for day-to-day management of paid activities
- Own the process of greenlighting campaigns with marketing, legal and financial teams by raising the required forms and getting approval from all stakeholders
- Support EMEA Community Managers with social media tactics and analysis to grow our social media channels
- Manage growth objectives in support of digital sales and digital event viewership
- Discuss and set-up paid media budgets in conjunction with Marketing Director and Brand Managers
- Work with agencies to build audience segmentation and targeting
- Provide expertise to the marketing team and wider business for best practice across digital media such as social, streaming, display, programmatic
- Coordinate copy and creative for campaigns with internal teams and agencies, communicate requirements on media buy execution
- Utilise industry tools (Nielsen, Gamesight, GWI...) to build paid campaign strategic recommendations
- Work with data team to integrate new media insights tools into existing process when relevant
- Create regular post campaign reports for senior management - including campaign summaries, awareness, consideration and conversion metrics and results, as well as key insights and takeaways
- Build relationships with Capcom counterparts in US/Japan and European marketing partners.
- Perform additional duties where required.

Skills/Experience/Competencies

Core Competencies:

Integrity & Ethics

- Must be able to maintain absolute confidentiality regarding sensitive information.
- Ability to work across job levels and cultures.

Customer Focus

- Strives to understand the customer context and acts to promote good working relationships.
- Willing to meet internal and external customer expectations.

Job Knowledge

- Educated to degree level, ideally in a subject demonstrating problem solving, or similarly qualified by experience and ability.
- Minimum of 3 years' experience in digital media buy, agency or publisher side
- Knowledge and understanding of the Video Games market
- Experience of social and digital media platforms, ad technology (Meta business suite, Google analytics etc...) and trends
- Proficiency in data analysis and analytics tools
- Good working knowledge of Word, Excel and PowerPoint.
- Demonstrable strong numeracy skills.
- Proven ability to think creatively when approaching new tasks or projects.
- Experience with Gamesight or equivalent tool an advantage
- Experience with 1st party ad platforms an advantage (PSN, XBL)
- A critical thinker, with demonstrable analytical and problem-solving skills.

Adaptability/Flexibility

- Able to work on multiple, simultaneous projects and to work to tight deadlines.
- Self-motivated and able to work independently.

Dependability

- Proactive and can-do approach essential.
- Detail-orientated, organised and passionate about delivering consistently high levels of service.

Compliance

- Keen attention to detail and process.

Job Specific Competencies:

Analytical Experience

- Experienced in assessing campaign metrics.
- Committed to improving efficiency of existing processes.
- Takes ownership of assigned tasks.

Teamwork

- Works with others across all levels and divisions of the organisation.
- Collaborative attitude, able to provide a supportive and helpful approach.

Communication

- Effectively elicits information through objective and active listening.
- Good verbal and written skills, able to communicate findings clearly.
- An effective communicator with a diplomatic approach, capable of liaising with staff at all levels.

Organisational Awareness

- Informed of key industry trends & standards, at commercial and product level.

Planning

- Able to prioritise requests and set stakeholder expectations.
- Takes personal accountability to achieve own goals, tasks and objectives.

Additional information

Contract Type: Permanent

Performance Standards

Mid-year and End of Year Performance Reviews

Come As You Are

At Capcom Europe, equality is a core tenet of our culture. We are committed to building an inclusive global team that represents a variety of backgrounds, perspectives, beliefs, and experiences. The more diverse we are, the richer our community and the broader our impact.