

Senior Marketing Manager, Community Engagement, LEGO® GAME

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Company: The LEGO Group

Location: Billund

Category: other-general

Job Description

Are you ready to take charge of the Community Strategy for LEGO branded gaming experiences? Can you see yourself cultivating conversation + community around LEGO games and fostering Creator + Influencer Relationships to drive interactive engagements within the gaming sphere?

Join us as a Senior Marketing Manager, Community Engagement, and play a pivotal role in growing the LEGO GAME metaverse!

Core Responsibilities

Joining a great team you will as our new Senior Marketing Manager, Community Engagement:

- Own and drive the Community strategy across a variety of gaming experiences

- Act as The LEGO Group's "voice" and "ears" in the GAME community.

- Own and drive the Creator + Influencer Relationships'

- Own and run dialogue, activations and events with the G.A.M.E community.

- Own, monitor & drive community feedback dialogue with G.A.M.E organization (dev, mkt. etc).

Play your part in our team succeeding

LEGO GAME is looking for a results-driven Senior Marketing Manager responsible for growing

the LEGO GAME metaverse. Every great game has fans - fans who play with each other, talk on social media, go to tournaments and wear the tee-shirts. Community managers are responsible for the community that grows around the game. They attend events, write newsletters, coordinate social media, set up live streams to drive 2-way dialogue, facilitate conversations around the experience... and find the best way of dealing with criticism too. They are the people who know the fans best. They speak on behalf of the fans to the game designers so that the game can be improved. When community managers do their job well, sales of the game increase.

Do you have what it takes?

8+ years of digital media expertise across metaverse, PC, console, and mobile gaming experiences

Possess a deep understanding of game market dynamics, development processes, and industry partners.

Cultivate a vibrant community for LEGO games, ensuring sustained engagement and positivity.

Drive end-to-end community engagement strategies, from planning to execution, including communication with fans.

Engage directly with players through diverse channels, fostering relationships, providing support, and moderating user-generated content.

Curate and manage content across platforms like social media and forums, enriching community interactions.

Demonstrate proficiency in analytics tools to monitor and optimize website and social media usage, informing strategic decisions, and collaborate effectively with external agencies and third-party partners.

Build your career brick by brick with the LEGO Group.

This role offers an outstanding chance to join a “start-up” environment within the most reputable brand in the world/a well-established global brand. This once in a career moment is a great opportunity for someone who wants to connect with gamers to drive direct and positive relationships with the LEGO brand and attract digital fans to a broader brand and

ecosystem experience!

What's in it for you?

Here are some of what to expect:

Family Care Leave– We offer enhanced paid leave options for those important times.

Insurances– All colleagues are covered by our life and disability insurance which provides protection and peace of mind.

Wellness– We want you to be your best self, so you'll have access to the Headspace App and lots of wellbeing initiatives and programmes run by local teams where you are based.

Colleague Discount– We know you'll love to build so from day 1 you will qualify for our generous colleague discount.

Bonus – We do our best work to succeed together. When goals are reached and if eligible, you'll be rewarded through our bonus scheme.

Your workplace– When you join the team you'll be assigned a primary workplace location i.e. one of our Offices, stores or factories. Our hybrid work policy means an average of 3 days per week in the office. The hiring team will discuss the policy and role eligibility with you during the recruitment process.

Children are our role models. Their curiosity, creativity and imagination inspire everything we do. We strive to create a diverse, dynamic and inclusive culture of play at the LEGO Group, where everyone feels safe, valued and they belong.

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