



First Party Relations Manager

Velan Studios is looking for its next amazing team member with a passion for bringing innovative, ground-breaking experiences to market. Velan places invention and creativity at the heart of the studio and we are eagerly assembling a passionate and creative publishing team to introduce our products to the world.

We are looking for a First Party Relations Manager to work as part of our Marketing team in support of our direct publishing efforts. This individual will be the primary liaison between Velan and all first party partners. The first party partners include Nintendo, Microsoft, and Sony Computer Entertainment in addition to digital retail partners like Steam, Epic and Apple.

The First Party Relations Manager interacts directly with the first parties and is the point of contact within the studio to facilitate effective execution with these partners. They will implement co-marketing initiatives, promotional tactics, and various other marketing opportunities in conjunction with first party partners, including the promotion of our base SKUs, our DLC and all in game events. They will also support strategic planning for each brand as set by the Brand team and implement marketing tactical execution within the first party channels.

We strive to recruit candidates who align with our values and passion for being makers and players of our products!

Responsibilities

- Works every day to evangelize Velan Studios brands with first parties and to maximize co-marketing opportunities with first party publishers for Velan's titles.
- Ensures placement on, and asset distribution to, first party marketing channels.
- Pro-actively seeks new ways to improve the marketing relationship with first parties.
- Secures asset approvals from first parties for packaging and other creative assets as needed.
- Stays up to date on all first party initiatives and opportunities and advise senior management as appropriate.
- Responsible for communicating plans and first party needs to the marketing department.
- Serves as the primary point of contact for first party publishers.
- Submits products to ratings boards.

Requirements & Qualifications

The ideal candidate will have 3-5 years' experience working at a video games studio or publisher working with first party partners or in a business development or partnership capacity.

To apply for this position, please your send resume and cover letter to jobs@velanstudios.com. Be sure to reference the position you're applying for in the subject line.

About Velan Studios:

Velan Studios' mission is to create ground-breaking game experiences centered on new forms of play across both existing and emerging platforms. Velan Studios is an independent studio comprised of a diverse team of seasoned developers who have worked at various AAA studios like Vicarious Visions, Naughty Dog, Harmonix, Nintendo, Disney/Pixar, Toys For Bob, Avalanche Studios, Retro Studios and more. Velan Studios is based in Troy, NY.