



Product Manager: Core Gaming

Job Description

ZEN Entertainment, a leading developer of social/casual free-play casino-styled casino is seeking an experienced game producer and/or product manager who understands Game Production, Game Publishing, Poker, Video Poker and other casino-styled game mechanics.

Working as part of a cross-functional team (including alongside a Product Manager – Social Gaming, who will be focused on the social and achievement-based aspects of our game design), you will bring your understanding of the poker and casino-styled digital games space, with the goal of implementing features and functions that appeal to online poker players in order to maximize player attraction, retention and monetization. You will use your accumulated experience, competitive insight and player feedback to continuously anticipate changing player needs and implement features to address those needs into our product roadmap.

You will be a key contributor and an integral part of the team by providing the Product Management Group with market intelligence and thought leadership in the poker and casino-styled gaming segment. You will be responsible for developing product strategy and design, pricing, positioning and messaging.

Key Tasks & Responsibilities

- Maintain continuous insight into state of the art features and functions included in competitors' poker and casino games platforms
- Work closely with the Product Manager – Social Gaming and the Vice President – Product Management to design and prioritize features and functions to maximize impact on our players
- Represent the voice of the core poker player in the product design process
- Understand and effectively communicate the variation in product demands between free players, casual players and “real money” players
- Responsible for identifying features that impact k-factor and time on device to maximize the value of players, including fundamental usability and retention benefits
- Use analysis of key metrics and qualitative insights to identify & scope new design features, product improvements, steps to improve monetization and to optimize smart, fun games
- Conduct and analyze focus groups and usability tests to vet game play elements and design decisions
- Understand and iterate game mechanics, the game economy, as well as retention



- mechanisms by analyzing user data
- Work with Marketing to develop product positioning and messaging plus funnel optimization; from visitor to monetized player
 - Work with Business Intelligence to optimize performance based on player segmentation and behavioral analysis
 - Develop thought-leadership materials designed to accelerate customer and industry awareness and adoption of ZEN – this includes blogs, newsletters, case studies, whitepapers, and industry POVs around the future of free-play, subscription-based and potentially wager-based poker and casino-styled gaming
 - Work with finance to build models to help understand and measure product and customer profitability

Skills & Attributes

- 2+ years experience as a product manager, game designer or producer in poker or casino-styled digital game development
- A demonstrable understanding of online poker platforms (all aspects)
- Exceptional written, verbal skills and analytical skills with attention to detail; ability to interpret, analyze and act on customer data and analytics
- Proven ability to participate in and influence cross-functional teams
- Ability to gain and synthesize customer and market feedback for actionable recommendations on positioning, pricing, messaging, and product development; a love for finding patterns and actionable conclusions in key metrics data
- Experience analyzing product, customer, and market dynamics
- A curious and fast learner, passionate about the Internet in general, and online games in particular
- Proven experience in contributing to a successful project or product in the past
- Bachelor's degree or equivalent

To apply, please email jobs@zenentertainment.com and put the position for which you are applying in the subject line.