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# Example of Mobile Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of mobile manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for mobile manager

* Designs and implements a community plan with creative player programs and initiatives that drive engagement, conversation, and feedback
* Maintains regular and consistent communications with the game’s community influencers, such as fan sites, VIPs, moderators, guild/clan leaders
* Responsible for overall Social Channels, Game Forums, tagging and tracking of content, web metrics, and regular reporting of overall growth and channel performance
* Tracks and analyses real-time player conversations and trends for unique engagement or marketing opportunities
* Oversees moderation and response efforts for customer service, forums, and community sites
* Proposes and leads creative community events both in game and outside of the game
* Focused on retention, relationship building, and active engagement
* A subject matter expert of the game itself, inside and out
* Work with the QA Mobile test team to define and execute on a vision around agile testing methodologies and progressive QA best practices to ensure high quality deployments in suitable timeframes
* Work with the automation manager to further develop the test automation tool suite and automation testing plan for web, mobile and back-office systems

## Qualifications for mobile manager

* Experience in both developing customer retention strategies and executing retention marketing programs
* Experience overseeing creative development in context of web, eCommerce or gaming
* Passion for data and strong analytical/quantitative skills
* Proficiency with user lifecycle metrics from acquisition to retention to monetization
* Understanding of mobile game players and industry
* PR or journalism background preferred