

GAMES BUSINESS DEVELOPMENT PLACEMENT – YODO1

About the opportunity:

Film Victoria is offering a placement for one early to mid-career [Victorian](#) marketing practitioner to spend six months observing and working alongside the Business Development, Marketing, and Global Publishing teams at Yodo1 Games, a leading mobile and PC game publisher based in Beijing. Three months of the placement will be at the Yodo1 head office in Beijing and three months at Yodo1's newly established Melbourne office.

The practitioner will assist Yodo1 to deliver their core objectives by, for example:

- / finding, evaluating and pursuing leads for promising titles for the Yodo1 portfolio, both PC and mobile;
- / researching opportunities for potential partnerships and new leads beyond traditional publishing deals, including by strategically approaching potential influencers and stakeholders or through attending industry events and conferences;
- / staying informed of Yodo1's product and development status, cycles, updates, fixes and new content;
- / supporting strategic co-ordination from executive management between various teams where applicable to encourage healthy workflow and productivity;
- / undertaking market research and benchmark analyses across business development, product, user acquisition and brand management teams through training around internal analytics tools;
- / assisting with brand opportunities and awareness by facilitating conversations between developers and Yodo1; and
- / execution of promotional campaigns and product decisions for Yodo1's games.

The practitioner will have the opportunity to gain skills and knowledge in games business development, for example:

- / an understanding of the overall structure and interplay of games production, publishing and marketing;
- / an insight into the Chinese games market within the context of Yodo1's Business Development team;
- / an understanding of the sales and product pipelines for games;
- / how to work with new and existing developer partnerships and brands;
- / how to seek prospective partners for games publishing and distribution;
- / an understanding of managed ads, self-publishing platform and LiveOps tools and services; and
- / an appreciation for how new and existing games take shape across different platforms, in Chinese and global markets.

Placement duration and location:

The practitioner must be able to undertake the placement full-time for a period of six months during 2019 – three months in Beijing, China and three months in Melbourne, Australia.

The first two - four weeks of the placement will take place in Melbourne, followed by 12 weeks in Beijing, concluding with eight - ten weeks in Melbourne.

Important dates:

- / Deadline for applications is **11pm on Thursday 11 April 2019**.
- / Yodo1 may wish to interview shortlisted applicants between 8 May and 15 May 2019.
- / The successful applicant will be notified by Film Victoria by **Thursday 30 May 2019**.
- / The placement is expected to commence in June 2019.

Before applying:

- / Read this Information Sheet and Film Victoria's [Terms of Trade](#), setting out the core terms of our business. Terms [underlined in green](#) appear in the [website glossary](#)
- / Read Film Victoria's [Gender and Diversity Statement](#). Film Victoria is committed to promoting and supporting gender equality, diversity and inclusiveness in the Victorian Screen industry.
- / Check eligibility and review the [online application form](#)
- / Contact the [Program Manager](#) with any questions.

Available funding:

- / The grant available for the placement is \$26,000. The grant is not a wage or salary replacement, but is intended to offset the cost of undertaking the placement.
- / The grant may be applied as a contribution to the practitioner's costs associated with the placement including airfares, accommodation, ground transport, travel insurance, visa costs and daily living expenses.
- / The practitioner is responsible for meeting all costs incurred in connection with the placement.

Eligibility:

The practitioner must be [Victorian](#) and:

- / have minimum two years' relevant experience working in the games or equivalent sectors;
- / demonstrate the required skills and experience necessary to fulfil the placement, as outlined in the next section; and
- / be available to relocate to China for three months, and work on-site at Yodo1 for the duration of the Melbourne placement.

Required skills and experience:

Yodo1 is seeking a practitioner with the following skills and experience:

- / minimum one years' experience working within either: digital marketing, business development, brand or account management, or another related field within the games or film and television sectors;
- / outside-the-box, creative thinking with a team player mind-set and a willingness to learn;
- / strong initiative and communication skills, with a keen eye for detail; and
- / availability to travel with team members to events and conferences, both within China and globally.

In addition, the following attributes are desirable:

- / proficiency in Mandarin (Chinese HSK level 5 or higher);
- / tertiary qualification (Bachelor's degree or higher);
- / a passion for gaming;

- / previous Chinese work experience;
- / experience with Photoshop, InDesign, Illustrator and/or video editing skills; and
- / experience with Confluence, Microsoft Office and CRM tools such as Zoho.

Yodo1 has advised that it supports, endorses and enacts equal opportunity employment and training. All qualified applicants for this placement will be provided with the same care and consideration, regardless of gender identity or expression, sex or sexual orientation, race, religion or homeland, or disability.

Assessment process:

Funding is competitive. Applications will be assessed on the applicant's:

- / demonstrated skills and experience necessary to fulfil the placement;
- / commitment to pursuing a career in the games industry;
- / objectives for undertaking the placement, including how it will assist their career development and what specific skills will be gained from the experience; and
- / willingness and positive mentality toward spending a prolonged period of time living overseas.

Previous funding to undertake a placement or equivalent program will be taken into consideration.

Film Victoria will shortlist applications and supply the shortlist to Yodo1 for their consideration. Yodo1 may conduct interviews (via phone or video) with their preferred shortlisted applicants, and will notify Film Victoria of their decision.

Film Victoria will then ratify the selection. The successful practitioner will be notified by 30 May 2019.

After selection:

After selection, the successful practitioner will:

- / enter into an agreement with Film Victoria, specifying the grant conditions including how the grant will be paid and the deliverables required;
- / be responsible for arranging visas, insurance, travel, accommodation associated with travel to China to undertake the placement;
- / be responsible for making all other arrangements necessary to undertake the placement; and
- / enter into a written agreement with Yodo1 in relation to the placement.

Contacts:

Initial queries:

Program Services Officer, [Denise Bohan](#) 03 9660 3261

Program Manager:

Manager – Industry Skills and Inclusion, [Jana Blair](#) 03 9660 3273