

Stellenangebot vom 13.10.2021

## Marketing Director (m/f/d)

Fachrichtung:	Marketing / PR
Art der Beschäftigung:	Vollzeit
Eintrittsdatum:	ab sofort
Gehalt:	negotiable
PLZ / Ort:	10997 Berlin
Land:	Deutschland

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### Firmendaten

Firma:	<b>YAGER Development GmbH</b>
Straße & Hausnummer:	Pfuehlstr. 5
PLZ / Ort:	10997 Berlin



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### Ansprechpartner

Name:	Human Resources
Position:	
Straße & Hausnummer:	Pfuehlstr. 5
PLZ / Ort:	10997 Berlin



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### Job-Beschreibung

As Marketing Director (m/f/d) you and your team will support our current title "The Cycle" and create inspiring content for our community. You will celebrate YAGER and create an inspiring and sustainable approach to marketing our products. As Marketing Director you will design and implement processes and tools as well as own the short and long term strategies to shape an impactful brand.

**We believe the best games are made by diverse teams and welcome applicants from all backgrounds.**

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Quinke Networks GmbH  
Bei den Mühren 70  
D-20457 Hamburg

## Responsibilities

- Improve YAGER 's image throughout the industry via defining & executing great communication strategies around the Studio
- Define and drive the marketing team's strategy, recommend/drive changes and experiments on various user sets to optimize experience
- Define/execute the roadmap of daily, weekly, monthly events, promotions and campaigns to increase engagement, retention and monetization, based on a deep understanding of game metrics
- Direct positioning of our games in the market and define the game target
- Constantly identify and evaluate new business opportunities and provide frequent point-of-views, recommendations or updates to company management and product leadership team
- Partner with production team and third parties to hypothesize, test, and monitor gameplay
- Design and actively manage KPIs to track return on investment and internalize any new learnings and help prioritize as well as allocate budget across all markets to ensure financial resources are optimally utilized against company objectives
- Manage a highly effective team of specialists and supporting agencies in the disciplines of Marketing, Customer Support, Community Management, Public Relations and Design
- Be the focal point of cross-functional collaboration between many different disciplines and stakeholders and provide Production Manager with detailed feedback, reports, and information for development teams that will drive target metrics
- Build and maintain relationships with key external stakeholders like business and media partners, community influencers and various agencies
- Own overall relationships with third party platforms and collaborate with internal tech teams to build and maintain an optimized entry point for the products

## Qualifications

- 8+ years relevant gaming industry experience
- 3+ years leadership experience
- Project management experience and ability to work with and manage cross functional units to advance business objectives
- Exceptional cross functional skills to influence & manage diverse stakeholders in multiple disciplines
- Record of accomplishment in driving initiatives focused on performance marketing, analytics and monetization in a games-as-a-service context
- Thorough understanding of micro-transaction based business models
- Regularly seeks out the latest trends on Mobile/Console/PC and plays them
- Must be self-motivated and results oriented

## Employment details

- Full-time
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Status: employment

- Start: as soon as possible

## **Benefits**

### We support you all the way

Ongoing, anonymous and free support through the Fürstenberg Institute Employee Assistance Program. Extensive Relocation support and assistance, occupational pension scheme

### We care about your well-being

Flexible working hours, fresh fruit and vegetables every day, hot and cold beverages of your choice, fitness Club membership, health webinar, monthly company events, Berlin public transportation Jobticket

### We encourage continuous learning

Extensive games/books library, dedicated Talent Development Manager, participation at various game conferences

### We know how to have fun

A variety of exciting Team Events, regular in-house social events, summer and Christmas Party, beer and soft drinks for Friday meetings

**If this sounds exciting to you, and you love to work in a creative environment with people who are passionate about their work, we are looking forward to getting to know you!**

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