

Joboffer dated from 07/06/2017

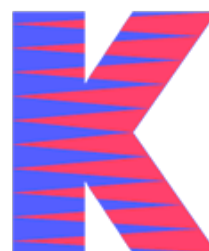
## User Acquisition Manager (f/m)

Field:	Marketing / PR
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	
Country:	Germany

---

## Company data

Company:	<b>Kolibri Games GmbH</b>
Street adress:	Hallesches Ufer 60
Zip Code / Place:	10963 Berlin



---

## Contact Person

Name:	Emilie Farnir
Position:	HR Manager
Street adress:	Hallesches Ufer 60
Zip Code / Place:	10963 Berlin
E-mail:	jobs@kolibrigames.com

---

## Job description

### User Acquisition Manager (f/m)

**At Fluffy Fairy Games you will...** ☐ take ownership of everything you do. Be in an unique environment, a true no-bullshit meritocracy where your skills and efforts really make a difference. Build fast and ship faster. Try hard and learn harder. Grow with every problem encountered. Be paid at industry level. Have access to management all the time.

**And you will not...** ☐ get your game killed in an intransparent gate process. Wait a week for a management decision. Compromise on a viable idea because of somebody else's gut feelings. Be surrounded by interns who shoulder much of the actual work without real pay or a chance to land a job. Watch the lead engineer fiddle about for days in search of a perfect solution if a solid hack would have solved the problem. Et cetera. You get the picture.

Games-Career.com is a service provided by:

## Responsibilities

- Ensure a successful representation of our mobile game Idle Miner Tycoon in the App Stores
- In collaboration with our data analysts, you will be developing data sets to identify possible campaign opportunities and make recommendations on further testing
- Iterate and optimize our UA campaigns based on results quickly
- Optimize targeting, marketing spend, bids and budget allocation
- Define market entry strategies in coordination with our Marketing Director
- Analyze and report KPI performance to company and management on a regular basis
- Paid acquisition activities on our social platforms (main focus on Facebook)

□

## Skills

- Passion for games, especially mobile games
- Highly motivated and open-minded, well-organized work approach
- Advanced knowledge of Excel and strong analytical skills
- Experience in digital performance marketing and user acquisition campaigns
- Experience with R and/or ASO is a plus

□

**Join our team** in Karlsruhe & continue your career with us in Berlin starting January 2018. We offer free fruits & snacks, a lot of Club Mate and coffee!

Please send your full application (CV, cover letter, work sample, certificates) to Sophie at [jobs@fluffyfairygames.com](mailto:jobs@fluffyfairygames.com)

Games-Career.com is a service provided by: