

Joboffer dated from 11/30/2017

Brand Marketing Manager (m/f)

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

Company data

Company:	Travian Games GmbH
Street adress:	Wilhelm-Wagenfeld-Str. 22
Zip Code / Place:	80807 München



Contact Person

Name:	Carola Knerr
Position:	HR Business Partner
Street adress:	Wilhelm-Wagenfeld-Str. 22
Zip Code / Place:	80807 München

Job description

You will contribute to the Brand Marketing of a new unannounced Build & Raid Game. You will work independently, but also in collaboration with project managers and developers to develop and maintain this project.

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Your role @ Travian Games:

- You will develop the marketing product strategy and the communicative vision in collaboration with Product Management and the Game Director
- You will define market-optimized target groups, conduct environmental and market analyses, identify core messages and USPs, and both define and refine the positioning
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You will determine marketing potentials, research as well as relevant, new marketing channels, and define touch-points

- You will recommend the marketing focus (countries) and the sequence of the international roll-outs of releases
- You will prepare concepts, manage and conduct campaigns including campaign messages, and examine them by means of ROI analysis
- You will collaborate closely with all marketing teams and departments
- You will be responsible for the product-specific marketing budget, as well as for preparing brand and marketing plans
- You will prepare social media strategies focusing on Facebook and YouTube
- You will monitor and manage external and internal agencies and service providers
- You will act as the press contact for Travian Kingdoms

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Your profile:

- You are a gamer and demonstrate passion and commitment for the game and its players
- You have successfully completed studies specializing in marketing or comparable training or experience
- You already have a number of years' professional experience in online marketing
- You have an analytical and conceptual mindset coupled with practical strengths in execution
- You believe in getting things done and embody a start-up spirit
- You are a confident negotiator at various stages through to closing contracts
- You have a broad understanding of quantitative analyses such as surveys or A/B tests
- You have a distinct customer and solution focus, and are a communicative team player
- You have excellent verbal and written English skills

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Why Travian Games?

- Flexible working time
- Responsible tasks in a creative and exciting industry
- Team-oriented, open-minded working environment with dynamic and international colleagues
- We offer free fruit and coffee to our employees
- Regular get-togethers with colleagues
- Our games are global and oriented towards long-lasting gaming fun
- Munich is a modern, cosmopolitan city and provides a fantastic range of leisure activities

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Can't wait to talk to us? We look forward to receiving your application including resume, references and your earliest possible start date. Please submit your application files via our homepage.

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www.traviangames.com



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