

Joboffer dated from 12/12/2017

Team Lead CRM (m/f)

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|---------------------|---|
| Field: | Community Management / Customer Service / Support |
| Type of employment: | Full-time |
| Entry date: | immediately |
| Zip Code / Place: | München |
| Country: | Germany |

Company data

| | |
|-------------------|---------------------------|
| Company: | Travian Games GmbH |
| Street adress: | Moosacher Str. 70 |
| Zip Code / Place: | 80809 München |



Contact Person

| | |
|-------------------|---------------------|
| Name: | Carola Knerr |
| Position: | HR Business Partner |
| Street adress: | Moosacher Str. 70 |
| Zip Code / Place: | 80809 München |

Job description

Your role @ Travian Games:

- You set the vision for the CRM department and push our well-organized CRM team to the next level
- You create, coordinate and manage CRM activities to retain and reactivate players for all our games including mobile & cross platform games, manage one game yourself
- You support the idea of an iterative approach
- You work with the analytics, brand and product teams to ensure that campaigns are analyzed and learnings are incorporated
- You are included in all general technical and strategic discussions concerning the Marketing at Travian Games (e.g. Tracking, funnel definition etc.)
- You keep an eye on new developments in digital marketing (e.g. new channels)
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- You are delivering regular CRM insights and monitoring all relevant KPIs
- You are the product owner of our internal and external CRM tools
- You consult knowledgeably with key stakeholders

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Your profile:

- You have experience in people management in an international environment
- You have broad experience in end-to-end CRM campaigns
- You have experience of business analysis techniques, deep understanding of SQL (to access complex data structures) and project management methodologies (e.g. Agile)
- You have a thorough understanding of database segmentation and database marketing processes
- You have technical understanding of common CRM Systems, Email Provider, Whitelister etc.
- You have excellent communication skills and an eye for details
- You have strong planning and time management skills as well as analytical skills
- You have an excellent understanding of the key metrics of CRM applications
- You have the ability to work across multiple fast-moving projects and multiple product teams
- You have an enquiring mind with strong problem-solving ability
- You are proficient in written and verbal English

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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
- Free fruits and coffee
- Regular get-together
- Global games oriented towards long-lasting gaming fun
- Munich is a modern, cosmopolitan city and provides a fantastic range of leisure activities

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Interested? We look forward to receiving your application including resume, references, your salary expectations and your earliest possible start date. Please submit your application files via our homepage:

Travian Games GmbH

Wilhelm-Wagenfeld-Straße 22

80807 Munich

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