

Joboffer dated from 05/12/2018

Brand Marketing Manager (f/m/div) for MMORPG Crowfall

Field:	Marketing / PR
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	80807 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

Quest

- You develop the marketing product strategy and the communications vision together with the product management and games development team
- You define target groups optimized for marketing, conducting segment and market analyses, communicating core messages and USPs
- You determine potential, research and define touch points
- You determine relevant channels and their weight
- You recommend the key emphasis of marketing (based on country) and sequence of international roll-outs for products
- You prepare concepts for campaign, manage and execute them, including online marketing activities
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You closely cooperate with all marketing teams and other departments

- You work diplomatically and at long distance with the MMORPG developer/rights holder, who is based in the USA
- You research the market and continually observe and analyze the market
- You monitor, manage and brief external and internal agencies and service providers

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Skills

- You have successfully completed training or a degree in marketing
- You have several years of professional experience, including relevant experience with MMORPGs
- You have an analytical and conceptual mindset coupled with practical strengths in execution
- You are a confident negotiator at various levels through to closing the contract
- You have confident command of MS Office products and working with data warehouses
- You have a gaming affinity, passion and commitment to the game
- You have distinct customer and service focus
- You have high motivation and execution strengths
- You are a transparent, communicative team player
- You have excellent writing and speaking proficiency in English
- You are willing and open to travel to the US occasionally to meet the game developers

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Rewards

- Company Bistro
- Free refreshments
- Hire a Friend
- Regular Training & Development
- A seriously good time
- Child Care Cooperation

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