

Joboffer dated from 08/09/2019

Product Marketing Manager Games

Field: Productmanagement /
Producing
Type of employment: Full-time
Entry date: immediately
Zip Code / Place: 5061 Elsbethen, Salzburg
Country: Austria

Company data

Company: **Red Bull Media House GmbH**
Street adress: Am Brunnen 1
Zip Code / Place: 5330 Fuschl am See



Contact Person

Name: Stefanie Ecker
Position:
Street adress: Am Brunnen 1
Zip Code / Place: 5330 Fuschl am See

Job description

Areas that play to your strengths:

- **In a nutshell**

The Product Marketing Manager Games (m/f) is a diverse role that includes working closely with Red Bull internal teams as well as external partners to provide means to increase mobile games reach and engagement. Main tasks will include managing external agencies and partners to work with assets and campaigns. Knowledge and understanding of mobile games user acquisition is a key to this role. In addition, in this role you'll identify and implement all initiatives aimed at increasing the audience reach of our games.

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• **User acquisition** ☐

As Product Marketing Manager Games, you are responsible for profitable user acquisition. To reach this goal, it's essential to understand how reach the right player segments. You'll manage games activation together with Producing. Additionally, you'll develop assets (incl. store descriptions and ASO) as well as testing the assets.

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• **Collaboration with agencies and internal teams** ☐

In your role, you'll work with agencies and manage the relationships with them. You'll manage creating social content for activations. For updates and launches you'll align with the production team. Furthermore, you'll interact with RB athlete managers and events departments to support them on our games. You'll work closely with the Sports Department and align with Red Bull Media House and Red Bull.

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• **Management of marketing initiatives** ☐

In this exciting position, you'll manage in coordination with other departments all marketing initiatives around the game and co-branded initiatives as well as social media marketing. Furthermore, you'll monitor and control the assigned budget.

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Your experience includes:

- Minimum of 3 years of relevant experience in the gaming industry or strong applicable professional background
- Knowledge and first-hand experience of mobile game marketing
- Good understanding of F2P mobile games business
- Knowledge of the gaming industry and game development
- Knowledge and capability to run user acquisition hands-on
- Knowledge of running campaigns and designing assets
- Experience with relevant media and social media
- Entrepreneurial spirit with a hands-on attitude
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Well-organized way of working and high team spirit

- Degree in gaming, marketing, media or business administration or relevant professional experience
- Fluency in English



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