

Joboffer dated from 07/28/2020

## SENIOR PERFORMANCE MARKETING MANAGER (m/f/d)

Field:	Marketing / PR
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	20354 HAMBURG
Country:	Germany

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### Company data

Company:	<b>Bigpoint GmbH</b>
Street address:	Sachsenstraße 20
Zip Code / Place:	20097 Hamburg



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### Contact Person

Name:	Avantika Thakur
Position:	Junior Recruiter
Street address:	Sachsenstraße 20
Zip Code / Place:	20097 Hamburg
E-mail:	a.thakur@bigpoint.net

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### Job description

Reference Number: 5161

*As Performance Marketing Manager you help us engaging users for our mobile games. You will support and optimize our campaigns with your knowledge and are able to connect with our external partners as a communicative networker. Additionally, you will push and promote the growth and expansion of our global user base. The main focus of this position is to build a strong and fast growing active mobile user base for our games, as well as established new and emerging display and content-advertising methods. This is a key role to make a difference and build a growth story in a massive industry. □*

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## RESPONSIBILITIES

- Plan, execute, and analyze mobile games user acquisition and marketing campaigns on all appropriate channels, like google and facebook.
- Report & provide ongoing tracking and analysis of campaigns including market analysis, competitive analysis, site analytics, and app analytics
- Engage existing customers to improve the loyalty to our game
- Develop optimization strategies that increase the company's search engine results rankings
- Perform research for SEO keywords to use throughout the company's website and product information
- Update product content and website links for maximum optimization and search engine rankings
- Work closely with design team and product marketing team to create compelling campaigns that highly convert
- Manage shifting short term objectives while working on long-term projects
- Perform research and recommend best practices using analytics and on-going testing; then, implement programs designed to increase customer retention and loyalty
- Optimize campaigns based on ROAS, LTV, and paid membership conversion
- Monitor ROI goals on all marketing initiatives and adapt accordingly
- Work closely with others to design and execute A/B testing, leading to improvements in UI/UX

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## REQUIREMENTS

- BA/BS degree or equivalent experience
- 3+ years experiences managing UA and marketing campaigns in gaming industry
- 3+ years experiences successfully developing and executing SEO campaigns
- 3+ years experiences in keyword research and data mining tools
- 3+ years with social media promotions and user acquisition with proven results
- 3+ years with analytics tools, such as Google Analytics
- Solid analytical, reporting, and problem-solving skills
- Excellent verbal, written, and interpersonal skills required, conflict resolution skills a plus
- Ability to work effectively and accurately under pressure
- Detail-oriented, organized, and able to work independently
- Intermediate experience using Excel or similar tools
- Primary UA and SEO experience on successfully mobile is a plus
- Personal interest and experience in gaming industry is beneficial
- Experience in launching one product more than 5m euros monthly gross revenue is a plus
- Fluent in writing and spoken English
- Passion for games, especially mobile games is a plus

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**ONLY DIRECT APPLICATION:** please send only completed application (CV, Cover Letter, References) to **recruiting@bigpoint.net** and **refer to the job**

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