Joboffer dated from 06/08/2022

Marketing Manager (m/f/d) - Cologne

Field:	Marketing / PR
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	50678 Köln
Country:	Germany

Company data

Company:	**Freaks 4U Gaming GmbH**
Street adress:	An der Spreeschanze 10
Zip Code / Place:	13599 Berlin

Contact Person

Name:	Sabrina McElhanon
Position:	Talent Acquisition Manager
Street adress:	An der Spreeschanze 10
Zip Code / Place:	13599 Berlin
E-mail:	career@freaks4u.de

Job description

YOUR MISSION

When joining Freaks 4U Gaming as a Marketing Manager you will develop comprehensive communication and marketing concepts for gaming and esportlers. During your work you will have an unprecedented view behind the curtain at some of the best activations, productions, and events in the esport universe.

- Creating and execution of marketing concepts and communication campaigns for our international top clients as well as our esport brands such as Prime League, 99Damage, Summoner's Inn, or Agent's Range
- You run target group and competitor analyses, collect market data and are able to

interpret the information
- Monitoring of market trends and innovations as well as evaluation of these based on defined KPIs. Creation of new impulses for marketing channels and strategies based on the findings
- You lead brainstormings and other creative meetings; to do so, you have a big toolkit to get the best out of the team
- You create and oversee the final presentation for our activities and know how to involve yourself to make the last push
- You set and monitor KPIs for our most important campaigns and translate them into comprehensive reports

YOUR PROFILE

- Successfully completed studies in marketing, esport management or communication □aswell as working experience for at least 2-3 years in marketing or communication□
- Deep knowledge about different marketing channels (paid and un-paid)
- Creativity and the ability to put together concepts that define your daily business activities
- During your free time you compete in VALORANT, League of Legends, CS:GO, Rocket League or any other major esport title, while watching streams and videos of the esport scene with an analytical observation□
- You are curious to collect knowledge and insights in the esports scene, you are also a quick learner who shares their knowledge with others and loves to communicate
- You have previous experience in agency or marketing work
- Previous experience in data driven marketing and campaign management are a plus
- You are very proficient in MS Office and it's beneficial if you are familiar with tools for digital cooperation (like Miro, Slack, Trello, ..)□
- Fluent English and German skills to communicate with our international team on a daily basis