Joboffer dated from 07/26/2022

# (Senior) Marketing Manager (m/f/d) Kalypso Media Group

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| Field: | Marketing / PR |
| Type of employment: | Full-time |
| Entry date: | immediately |
| Zip Code / Place: | 67547 Worms |
| Country: | Germany |

## Company data

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| Company: | **Kalypso Media Group GmbH** |
| Street adress: | Wilhelm-Leuschner-Straße 11-13 |
| Zip Code / Place: | 67547 Worms |

## Contact Person

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|---|---|
| Name: | Nicola Neu |
| Position: | HR Managerin |
| Street adress: | Wilhelm-Leuschner-Straße 11-13 |
| Zip Code / Place: | 67547 Worms |

## Job description

At our headquarters in Worms, Germany, we are looking for a **(Senior) Marketing Manager (m/f/d)** to manage international marketing campaigns.

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**Kalypso Media Group** is an independent publisher and developer of interactive entertainment software with more than **170 employees** at a total of **ten locations** in Germany, England, France, the USA and Japan. Five of the Group's development studios in Germany and France, together with other international games developers, ensure a steady stream of new computer and video games for all modern premium platforms, such as the world-famous "**Tropico**" series, "**Commandos**" and "**Railway Empire**".

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**We offer:**
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- Working where games are at home - true to our motto: Where Games live!
- A lively, creative and open atmosphere in a growing company
- Exciting tasks, freedom to develop your own ideas and initiatives as well as short decision-making processes
- Responsible work in a constantly evolving industry
- Play Games, Love Games, Live Games: A team that has fun together and stands up for□□□each other.
- Vitamins, caffeine & fun included: Fresh fruit, non-alcoholic drinks and a recreation room with table football, consoles and board games are freely available.

- We make it our goal to proactively contribute to the mental health of our employees. We are supported by an online tool.

- Sustainability is at the forefront: our office is within walking distance of the main railway station, we offer bicycle leasing via Jobrad and a pro-rata VRN job ticket for public transport.
- Alternatives for car drivers: travel allowance or parking space
- Fast food or healthy? Our central location offers a wide range of food for the break - and we pay part of the costs!
- Think about later: you can continue an existing company pension scheme or apply for a new one by converting your salary.
- Flexible working hours and a hybrid workplace model (home office & office)
- Re-location? No problem - we help you get started with a company flat (shared flat; if available).
- We support your own further development with feedback meetings and tailor-made further training opportunities.
- Attractive employee discounts and company events round off the package with additional content.

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**Your profile:**

- A passion for video games and enthusiasm for new topics
- Completed studies (BA or similar) in the field of marketing, media or business administration
- At least 5 years of experience in a games-related brand or marketing function
- Experience in international management of advertising budgets, media campaigns and social advertising in the field of games or new media
- Strong analytical skills with the ability to strategically analyze complex issues and professionally articulate recommendations for action
- Ability to clarify and coordinate complex projects in a fast-paced, high-pressure environment with multiple countries and departments on a global scale
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Excellent leadership, organizational and presentation skills
- Fluency in written and spoken German and English
- Goal-oriented approach and a high degree of initiative and reliability
- Team player and hands-on mentality

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**Your tasks:**

- Planning, coordination, budgeting and implementation of national as well as international media campaigns and marketing activities (on- and offline).
- Coordination, support and implementation of influencer marketing
- Brand and product positioning including ongoing brand analysis
- Market, competition and trend monitoring and analysis in the field of offline and online marketing as well as eCommerce
- Work closely with local internal and external PR, sales and marketing teams to develop new campaign ideas and marketing opportunities
- Analysis, reporting and monitoring of performance KPIs as well as continuous ad hoc optimization

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**Interested?**

Then we are looking forward to receiving your meaningful application with cover letter, resume and references.

We put a lot of emphasis on a cover letter. Don't see it as a chore, but as an extra chance to show who you are/tell us more about yourself.