

Joboffer dated from 10/10/2022

Online Marketing Manager (m/f/d) Kalypso Media Group

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

Company data

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



Contact Person

Name: Nicole Göhrig
Position: HR Managerin
Street address: Wilhelm-Leuschner-Straße 11-13
Zip Code / Place: 67547 Worms

Job description

We are looking for an **Online Marketing Manager (m/f/d)** to join our team at our headquarters in Worms as soon as possible.

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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:

- 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.
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- 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.

Your profil:

- Successfully completed studies in the field of marketing, economics or media or comparable training
- First work experience in a games-related marketing function desirable
- Ideally knowledge of relevant SEA and web analysis tools
- High affinity for online media, good understanding of e-commerce and a good sense for current trends
- Goal-oriented approach and a high degree of initiative and reliability
- Team player and hands-on mentality
- Fluent German and English

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Your tasks:

- Collaboration in the creation of integrated marketing concepts and communication campaigns for national as well as international marketing
- Management and implementation of performance marketing activities in the areas of social media marketing, SEM, display advertising for desktop and mobile
- Conception and optimization of global online marketing activities
- Support in target group and competition analysis as well as researching market data
- Regular analysis and reporting of ongoing online marketing activities
- Creation of marketing material/content as well as presentations
- Assistance with the optimization of our webshop

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.

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