

Joboffer dated from 01/25/2023

## Marketing Generalist

Field: Marketing / PR  
Type of employment: Full-time  
Entry date: 03/01/2023  
Zip Code / Place: 20357 Margaretenstraße  
29a  
Country: Germany

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## Company data

Company: **Overhype Studios UG**  
Street adress: Margaretenstraße 29a  
Zip Code / Place: 20357 Hamburg



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## Contact Person

Name: Jan Taaks  
Position:  
Street adress: Margaretenstraße 29a  
Zip Code / Place: 20357 Hamburg  
E-mail: jan.taaks@overhypestudios.com

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## Job description

### Job Details:

Position: Marketing Generalist

Employment Type: Full Time with open end

Entry date: March 2023 or later

Compensation: Negotiable

Location: Hamburg, Germany

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**About us:**

Overhype Studios is an independent game development studio from Hamburg, Germany. We are devoted to making great games that we want to play ourselves.□

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In 2017, we released the turn-based tactics game '**Battle Brothers**' for PC, followed by three major expansions. We strive to reflect the creativity, complexity and originality from the old days when game developers were passionate gamers, not corporate businessmen.□

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Now we're looking for a Marketing Generalist to join our small team of passionate experts at our office in Hamburg, Germany, for another project.

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**Responsibilities:**□

- Working as an integral part of a small team to maintain and grow our community and promote our games
- Developing and implementing the marketing strategy for our new project from the ground up
- Developing and establishing marketing channels and finding and exploiting marketing, licensing and merchandising opportunities
- Developing and maintaining Influencer and press relations
- Evaluating and directing external marketing partners
- Creating measurable success while being self-directed and prioritizing your own workload

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**Qualifications:**

- At least 3 years of experience working in digital marketing.
- Shipped at least one commercial title
- Highly motivated and able to take direction well
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Passionate about games and gaming

- Very high initiative and self-direction
- Fluent in English and a good feel for language

□

**Nice to Have:**

- Experience working with Adobe Photoshop
- Experience in producing video content
- Eager to learn and improve
- Fluent in German

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**What we offer:**

- Work and grow within a small team of experts to create premium PC games
- Competitive compensation and bonus payments
- Educational materials and training courses
- A high degree of personal responsibility with flexible work hours and the possibility to work from home
- An open company culture that embraces creative input and feedback

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**How to apply:**

Send your application to [contact@overhypestudios.com](mailto:contact@overhypestudios.com) consisting of

- A cover letter including your earliest starting date, expected salary and why you would like to join us
- Your CV, highlighting your education, experience, and skills
- Links to your social media channels (if any)
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Any relevant work samples you can provide

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