

Joboffer dated from 09/19/2025

Digital Content Marketing Specialist (m/f/d)

Field:	Marketing / PR
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	60528 Frankfurt am Main
Country:	Germany

Company data

Company:	Nintendo of Europe SE
Street address:	Goldsteinstraße 235
Zip Code / Place:	60528 Frankfurt am Main



Contact Person

Name:	Katharina Znoj
Position:	Recruiter
Street address:	Goldsteinstraße 235
Zip Code / Place:	60528 Frankfurt am Main

Job description

Level up!

Nintendo Co., Ltd., headquartered in Kyoto, Japan, has been providing a wide range of entertainment products and experiences since its founding in 1889, beginning with the manufacture and sale of Hanafuda playing cards. Since the 1983 release of the Family Computer (Famicom) system in Japan, and continuing through Nintendo Switch 2, Nintendo's focus has been the development, manufacturing, and sale of its gaming systems and software.□

At Nintendo, we bring together employees with a wide range of characteristics and work together towards a common goal – to put smiles on the faces of people all over the world.□

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Tasks

- Integrating all digital channels into harmonious digital marketing planning mix□□
- Converting the Nintendo of Europe business and marketing strategy into aligned multi-channel digital marketing plans□
- Aligning and inclusion of all Nintendo of Europe channel and local digital marketing stakeholders within the digital content planning and execution process.□
- Reacting swiftly to business decisions and changing circumstances, ensure effective communication to digital stakeholders□
- Creating and maintain a hub for digital content ideas, knowledge, best practices, learnings and expertise□□
- Conducting PDCA processes, ensuring performance in line with business strategy and objectives. Ensuring alignment over all digital teams□
- Identify and communicate digital priority topics among teams and ensure handling as such□
- Further integration of Direct-to-Consumer channels into overall digital planning

Requirements

- Degree in Digital Media and/or Marketing or comparable education□
- Strong communication and team player skills□
- Experience in digital channel marketing and channel management□
- Good understanding of consumer behaviour and related data□
- Passionate about being on top of current marketing and digital media channels & trends□
- Knowledge of and passion for Nintendo IP specifically is a plus□
- Fluent written and spoken English language skills; another European language or Japanese skills is a plus□
- Experience in the video games industry is a plus□

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Are you interested? We look forward to receiving your application in English, including your earliest possible starting date and salary expectation.

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