



Online Marketing Manager (m/f)

We are Whow Games

Right in the heart of downtown Hamburg City, there's a wonderful job waiting just for you - and it's full of that start-up feeling! Together with over 80 colleagues, you'll be working on bringing the glamor and entertainment of Las Vegas straight to Europe – with our successful social casino at Jackpot.de. From slot machines to table games, our players can experience the entire range of entertainment from the largest casinos in the world - free of charge - right on their mobile phones, tablets or PCs.

Who are we looking for?

Are you an experienced **Online Marketing Manager (m/w)** and a Performance Marketing expert? Do you have fun developing elaborate and offensive marketing strategies? Then you're exactly who we're looking for at our Hamburg gaming factory - full-time and hopefully right away!

Your area of responsibility:

- Your main task is to establish national and international media purchasing for the acquisition of new players, with a focus on performance marketing
- Autonomous guidance of online campaigns for all relevant online marketing channels such as search engines, display advertising, native advertising, influencer marketing, social media, as well as programmatic and email marketing
- You'll set up, monitor, and continually optimize and scale campaigns
- You'll analyze, supervise, and report on relevant KPIs.
- You'll find and maintain relations with international agencies
- You'll identify and tap in on new target groups and traffic sources by implementing new concepts, agile testing, and the scaling of campaigns
- You'll develop and test cool new ideas

What you bring to the table:

- You have a degree in BWL, Marketing, Communications or a comparable education
- You have at least 3 years of professional experience on behalf of customers and/or agencies in all relevant channels (Display, SEA, social, etc.) and on all platforms (desktop, mobile)
- You know your way around the media industry and you have a corresponding network of contacts
- You are very communicative and you can negotiate in both German and English
- You work very well with numbers

In addition to team spirit and exciting tasks, this is what you can expect to find at Whow Games:

- You'll profit from a professional circle of colleagues with multi-year experience in the industry
- Dynamic environment with flat hierarchies and quick decision making
- Flexible work times and home office options
- Personal yearly further education possibilities
- Regular company events
- Fruit, drinks, and meal perks
- Subsidized HVV Profi Ticket for travel with public transportation

Interessiert? Dann freuen wir uns auf deine Bewerbung! Bitte sende deine Unterlagen an:

jobs@whow.net