



Head of Performance Marketing (m/f/d)

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 **Head of Performance Marketing (m/w/d)** and a 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:

- You lead the Performance Marketing team to operational excellence through empowering your team members and developing the environment for their success further by setting realistic, but ambitious goals and growing the output of your team
- You are responsible for developing and executing our Performance Marketing strategy incl. UA and retargeting to drive our international growth on mobile platforms and desktop
- You are responsible for our Performance marketing budget and steering our marketing campaigns as efficient as possible, but you're also able to allocate strategic budgets
- You are responsible for identifying, testing and scaling new growth opportunities to push our marketing beyond what is already known and tested
- You drive a culture of constant experimentation & testing to push the boundaries of existing UA channels to drive incremental traffic
- You interact with the management and product teams on a daily base
- You coach, mentor and supervise team members and develop them

What you bring to the table:

- You have been working in a leading role in performance marketing for at least 2-3 years and have in-depth knowledge about all relevant marketing channels
- You ideally have experience in the gaming industry and already launched at least one successful title
- You have expertise in handling a 7-digit monthly budget
- You have a deep knowledge of all relevant UA & Retargeting channels at least on mobile platforms (ideally also on Desktop) on an international level
- You are a solution-oriented Performance Marketeer with a growth-mindset
- You are a creative "out of the box thinker" and love to push new ideas every day
- You take rational decisions by analyzing and monitoring data and turning insights into actionable tactics
- You have strong communication skills and know-how to explain complex topics in an easy and understandable way

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

We are looking forward receiving your application!

jobs@whow.net