



International Senior Marketing Manager (m/f)

We are Whow Games

In the heart of Hamburg City, your new job is waiting for you - including startup feeling. Together with 78 colleagues, you work to bring the glamour and entertainment of Las Vegas to Europe - with our successful Social Casino on Jackpot.de. From slot machines to table games, our players can experience the entire entertainment experience of the largest casinos in the world for free on their smartphone, tablet or PC.

Who are we looking for?

Are you an experienced **International Senior Marketing Manager** (m/w) and Performance Marketing expert? Do you enjoy developing and elaborate offensive marketing strategies? Then you're exactly who we are looking for for our Hamburg-based game factory! Full-time and hopefully as soon as possible.

Your area of responsibility:

- Your primary task is to establish the national and international media purchase and acquisition of new players
- Your focal point will be Performance Marketing
- In addition, you'll assume the Media Buying Process externally and internally on your own accord right from leading negotiations to setting it up, monitoring it, and then optimizing the campaign based on the profitability scales. This will also include analysis, management, and reporting the relevant KPIs
- You'll seek out and manage relations with international agencies
- You'll identify and develop new target groups and sources of traffic via new concepts, agile testing, and the scaling of new campaigns

What you bring:

- You have a degree in Business Administration, Marketing, Communications or a comparable educational field
- You have at least 7 years of professional experience at the customer or agency level in all relevant channels (Display, SEA, Social, etc.) and on all platforms (desktop, mobile, etc.)
- You know your way around the media industry and you have a corresponding contact network
- You are very communicative and you can negotiate perfectly well in German, as well as in English
- You want to make a difference, you like to actively contribute, and you think outside the box
- You quickly catch on in handling new tasks and you can complete these in an independent manner

In addition to start-up flair and exciting tasks, we offer:

- Dynamic environment with flat hierarchies and quick decisions
- Flexible working hours and home office
- Regular company events
- Fruit, drinks and meal allowances
- Contribution to the HVV Profi Card

We are looking forward receiving your application!

jobs@whow.net