

Joboffer dated from 06/21/2024

## Head of Paid Media (m/f/d)

Field: Marketing / PR  
Type of employment: Full-time  
Entry date: immediately  
Zip Code / Place: 82152 Planegg / Munich  
Country: Germany

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### Company data



Company: **PLAION GmbH**  
Street address: Lochhamer Straße 9  
Zip Code / Place: 82152 Planegg

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### Contact Person

Name: Maria Tauchmann  
Position:  
Street address: Lochhamer Straße 9  
Zip Code / Place: 82152 Planegg

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### Job description

#### **PLAION - Munich**

PLAION (formerly known as Koch Media) is an international media company with more than 2000 employees worldwide. As a leading and independent producer and marketer of digital entertainment products in Europe, the USA, Australia and Japan, our business areas include the production of films and games, the purchase and sale of film license rights, the distribution of digital media products and games publishing under the Deep Silver, Prime Matter, Ravenscourt, Vertigo and Milestone game labels.

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## Your Tasks



The Head of Paid Media will work with senior management and cross functional teams to lead the strategic development of media campaigns and define the most effective, efficient, and innovative approaches to managing media buys. This leadership position will report to the Director of Digital Marketing, and will manage agencies and an internal team.

- An experienced, confident and forward thinking media professional to lead investment in paid media planning and buying
- Proficiency in media negotiations, media campaign design and planning, reporting, and in the data science required to build and present plans and their performance
- Championing new, bold, and game-changing ideas and processes that will create real business change



### Key Responsibilities:

- Managing a team of Paid Media experts
- Managing large-scale media investments across all media channels with high level of expertise
- Maintaining deep knowledge of media and marketing data and application to deliver positive ROAS
- Ensuring the media department is providing ongoing education on industry trends, tools, and case study
- Facilitating the growth of team members with special projects as needed or requested
- Managing custom research as needed to uncover consumer desires, target behaviours and unique media opportunities
- Working collaboratively with a marketing analyst and analytics team to break down media results, turn data into insights and merchandise the learnings across brands and departments
- Being a leader; effectively managing a team, building an efficient planning and reporting process, and facilitating positive relationships across the organization
- Negotiating all media including upfront commitments, agency contracts, and partnership terms
- Contributing to the PLAION environment of collaboration, team work and long-term loyalty



## Your Profile



- 7+ years' experience managing paid media campaigns
- Experience in leading and empowering a team
- Experience across the breadth of social media and other marketing channels: Facebook,

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- Twitter, TikTok, Snapchat, Paid Search, Programmatic and Display
- A university degree in Business Administration (or comparable) with a focus on Marketing or Digital Marketing is required
- A track record of running high performance paid media campaigns
- Basic knowledge of tracking across the major ad platforms and GA4 with Google Tag Manager
- A comprehensive understanding of paid media strategy and the marketing funnel
- Strong analytical and reporting skills
- Strong numerical skills, including strong experience in using and creating Excel formula to analyse large data sets and find actionable insights
- Fluent in English, with outstanding verbal and written communication skills
- Experience or exposure to alternative marketing channel such as Out of Home, Podcast Campaigns, Influencer Campaigns etc. is desirable, but not essential
- Knowledge of the game industry is a plus

#### **What we offer**

- Employment in one of the most exciting industries in the world: the film and games industry
- Partnership-oriented working atmosphere in a modern and broad-based media company
- Wide range of training and development opportunities as part of our PLAION Academy
- Company benefits such as employee events, fitness cooperation with Urban Sports, bicycle leasing, flexible working hours, 30 days vacation, company pension plan, free drinks, fresh fruit, etc.
- Opportunity to share your passion for movies and games with colleagues

#### **Do you want to be part of our success story? We look forward to receiving your application!**

The more comprehensive your documents are to us, the better we can get a picture of you. You should upload at least one cover letter and your CV. Please prefer to use our online application form. If you have any further questions, please send an e-mail to [jobs@plaion.com](mailto:jobs@plaion.com).

PLAION GmbH - Lochhamer Str. 9 - 82152 Planegg - [www.plaion.com](http://www.plaion.com)

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