

Joboffer dated from 05/14/2025

## Creative Strategist

Field:	Productmanagement / Producing
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	22761 Hamburg
Country:	Germany

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## Company data

Company:	<b>InnoGames GmbH</b>
Street adress:	Friesenstraße 13
Zip Code / Place:	20097 Hamburg



## Contact Person

Name:	HR Team
Position:	
Street adress:	Friesenstraße 13
Zip Code / Place:	20097 Hamburg

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## Job description

In the position of a Creative Strategist you will be part of our Conversion Rate Optimization Team, who is responsible for creating successful & ingenious customer journeys. If you are ready to take over the responsibility of your own creative productions and are motivated to enter the creative world of Gaming, our position might be the right opportunity for you. ☐

### Your mission

- **Creative production management.** ☐ Support our Senior Creative Strategists and take responsibility for your own creative productions & constantly optimize the customer journeys.
- **Transfer campaign concepts.** ☐ You make sure that our internal stakeholders receive a highly qualified briefing by transferring concepts into tasks for our marketing design

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team. Based on your experience, the concepts vary from basic to complex briefings.

- **Grow into Project Management.** Plan, estimate and manage your own projects.
- **Analyze the creative performance of campaigns.** Together with our artists and performance marketing managers, you constantly work on increasing the performance measures along the customer journey. You develop & contribute to successful A/B tests to take decisions on profound analysis.
- **Interact with Stakeholders.** You are the interface between different departments & are looking forward to facilitating cross-department communication.
- **Share Feedback & Insights.** Additionally, you are contributing to an open-information sharing environment by giving & receiving constructive feedback.

## Your skill set

- **Theoretical background.** You have a University degree in Marketing or similar (statistical experience is a nice to have).
- **Professional expertise.** You have first practical experience in the field of Marketing, Project Management, or similar.
- **Analytical mindset.** You have profound knowledge in Excel or a similar spreadsheet tool & analyzing KPIs is an easy task for you.
- **Strong communication skills.** You are approaching colleagues & stakeholders based on your good English language skills.
- **Ambitious team player.** As a highly motivated individual, you like to group up working with an interdisciplinary, international team.
- **Passionate for media/games.** You bring knowledge of- and interest in the gaming industry.

## Your power-ups

- **Career opportunities.** Level up with excellent training and development opportunities, such as e-learning, hard- or soft-skill trainings from our InnoVersity or industry conferences.
- **Outstanding benefits.** Get 28 vacation days, a sabbatical, mobile device, contribution to your public transport ticket, and more.
- **Flexible working hours.** We offer trust-based working hours as well as active breaks - play table tennis with your team, work out in our gym or go to our rooftop terrace to get some fresh air.
- **Hybrid Working Model.** We offer our colleagues the flexibility to choose between working from home and our modern offices in central Hamburg. With regular times planned together at the office during our [Office Days](#), we keep up our unique InnoGames spirit!
- **Compensation & Fair Play.** We have career models as well as market-competitive salary grids in place that ensure that we treat our employees fairly. For this regular-level position, the salary range is between 52,000€ - 64,000€ gross. Your seniority level (junior, regular, senior) will be evaluated during the interview process. The salary ranges for other seniority levels differ.
- **Team of specialists.** Be part of a stable, growing, and award-winning global company. Meet your future colleagues in [Business & Game Support](#), [Creative & Product Management](#), and [Development & IT](#).

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- **Solution orientation.** □ We are offering an atmosphere to empower creative thinking and strong results.
- **Creative processes.** □ Feel comfortable in an atmosphere that empowers creative thinking and strong results

InnoGames is one of the leading German developers and publishers of mobile and browser games and a certified Great Place to Work®. The climate-neutral company based in Hamburg was founded in 2007 and is now part of Modern Times Group (MTG). Together with 350+ employees from over 40 nations, the company founders develop unique games that provide many years of fun for millions of players around the world. InnoGames is best known for Forge of Empires, Elvenar and Tribal Wars, but the company is continually expanding its now 10-game portfolio across platforms and genres. Most recently, InnoGames launched Heroes of History, a novel combination of city-building and hero-collection. Excited to start your journey with InnoGames and join our team as a □ Creative Strategist? We look forward to receiving your application as well as your salary expectations and earliest possible start date through our online application form. □ Sandra Wandschneider would be happy to answer any questions you may have. □

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