

Joboffer dated from 11/11/2025

(Junior) User Engagement Channel Specialist - CRM (m/f/d)

Field:	Art / Layout / Illustration
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	60528 Frankfurt am Main
Country:	Germany

Company data

Company:	Nintendo of Europe SE
Street address:	Goldsteinstraße 235
Zip Code / Place:	60528 Frankfurt am Main



Contact Person

Name:	Katharina Znoj
Position:	Recruiter
Street address:	Goldsteinstraße 235
Zip Code / Place:	60528 Frankfurt am Main

Job description

Level up!

Nintendo Co., Ltd., headquartered in Kyoto, Japan, has been providing a wide range of entertainment products and experiences since its founding in 1889, beginning with the manufacture and sale of Hanafuda playing cards. Since the 1983 release of the Family Computer (Famicom) system in Japan, and continuing through Nintendo Switch 2, Nintendo's focus has been the development, manufacturing, and sale of its gaming systems and software.□

At Nintendo, we bring together employees with a wide range of characteristics and work together towards a common goal – to put smiles on the faces of people all over the world.□

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Tasks

- Setting up, testing, and running email campaigns and push notifications in Salesforce Marketing Cloud
- Managing on-console notifications (Switch News) using a proprietary system
- Coordinating with various teams to secure copy, translations, images, videos, and data for timely campaign launches
- Being responsible for the quality control process to ensure campaigns are accurate and complete
- Defining KPIs, monitoring and A/B testing campaigns, preparing reports with recommendations to improve performance
- Advising on best practices and technical feasibility for campaign designs

Requirements

- Degree in Marketing, Business, Data, or a related field
- First professional work experience in CRM or digital marketing
- Experience with a marketing automation platform like Salesforce Marketing Cloud would be a plus
- Familiarity with HTML basics and good design practices for emails/websites
- Understanding of SQL concepts would be beneficial
- Acumen for data, testing, analysing, and refining campaigns
- Strong communication skills with the ability to prepare compelling presentations and work effectively across functions
- Highly organized, proactive, and able to prioritize in a dynamic environment
- Fluency in English and ability to work in an international environment

Please bear in mind that it might be a Junior position depending on your professional experience.

Are you interested? We look forward to receiving your application in English, including a cover letter, your earliest possible starting date and salary expectation.

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