

Joboffer dated from 06/01/2026

CRM & Monetization Manager for Forge of Empires

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

Company data

Company: **InnoGames GmbH**
Street address: Friesenstraße 13
Zip Code / Place: 20097 Hamburg



Job description

If your data-driven and creative mindset add up to your game affinity, then this role might be a great opportunity for you. Join us as a CRM & Monetization Manager for our Free-to-Play strategy game, Forge of Empires! You will be responsible for taking monetization in our game to the next level. Come work for one of Germany's leading online games companies and hone your skills in a cutting-edge digital industry.

Your mission

- **Monetization strategy.** You conceptualize, implement, test, and design monetization measures such as in-game offers and discuss long-term monetization strategies for Forge of Empires.
- **User Journey.** You communicate with our players via multiple channels (such as in-game pop-ups, e-mails and push notifications) to optimize their game experience and make them smart offers based on their current needs
- **Player insights.** You deeply understand our players' needs through data-driven insights and enhance their strategy gaming experience using diverse channels and strategies.
- **Data analysis.** You define A/B tests to verify your ideas, monitor their performance, and draw concise conclusions by analyzing the results.
- **Interdisciplinary collaboration.** You collaborate with a variety of stakeholders in an interdisciplinary environment and coordinate your topics across departments, including product managers, game designers, developers, and artists.
- **Innovation drive.** You shape the future of CRM & monetization with us, for example, by exploring new monetization approaches or by unlocking the potential

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of AI for our campaign setups.

Your skill set

- **Professional experience.** You bring experience in the gaming industry and possess a total of at least 5 years of professional experience, preferably in a role within CRM, product, or monetization.
- **Educational background.** You hold a degree or similar qualification that fits the advertised role and includes statistics, such as Economics, Business, or Game Design.
- **Analytical thinking.** You apply a data-driven mindset, deeply understand key performance indicators, and eagerly structure and analyze data using Excel to draw actionable conclusions.
- **Games affinity.** You love online and mobile free-to-play games, especially strategy games, and bring familiarity with standard monetization practices.
- **Communication skills.** You communicate confidently in English, maintain a steady exchange with stakeholders.
- **Result orientation.** You work in an independent, pragmatic, and focused way to drive projects to success.
- **Creative mindset.** You enjoy coming up with new, engaging ideas for player-facing offers, features, or communication.

Your power-ups

- **Career opportunities.** Level up with excellent training and development opportunities, such as e-learning, hard- or soft-skill trainings 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 a regular-level position, the salary range is between € 55,200 - 72,000 gross. The salary for a senior-level position ranges from € 72,000 - 95,040 gross. Your seniority level (junior, regular, senior) will be evaluated during the interview process.
- **Team of specialists.** Be part of a stable, growing, and award-winning global company. Meet your future colleagues in [Business & Game Support](#) and [Creative & Product Management](#).
- **English first.** Our company language is English, and we support all our employees with optional German lessons.
- **Team events.** Participate in regular team events (e.g., wine tasting, cooking, paintball), barbecue together on our rooftop terrace, and enjoy regular company-get-togethers like the [InnoConf](#).

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InnoGames is one of the leading German developers and publishers of mobile and browser games and a certified Great Place to Work®. The Hamburg-based company was founded in 2007 and is now part of Modern Times Group (MTG). Together with about 350 employees from 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 mix of city builder and hero collection RPG and Cozy Coast, a feel-good beach adventure with elaborate merge-2-gameplay and a captivating story. Excited to start your journey with InnoGames and join our team as a CRM & Monetization Manager? We look forward to receiving your application as well as your salary expectations and earliest possible start date through our online application form. Silja Bernecker would be happy to answer any questions you may have.

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