



astragon Entertainment GmbH is a wholly owned subsidiary of Team17 Group PLC, and a leading German games developer, publisher and distributor of sophisticated 'working' simulation games, focusing on non-violent cooperative gameplay with very detailed, technical, and realistic environments. astragon's internationally well-known IPs include Construction Simulator, Bus Simulator, Police Simulator: Patrol Officers and Firefighting Simulator. The distribution of high-quality licensed and distribution products such as Farming Simulator and SnowRunner complete its attractive product range. astragon games are available worldwide on many different platforms such as consoles, smartphones, tablets, and PC.

A united and strong team – also when working from home: Even in challenging times like these, we are looking for a **Head of Marketing** to support our team in Düsseldorf. You can look forward to a flexible home office solution with digital training in your fields of activity without any restrictions by Covid-19 inhibiting your onboarding.

We are looking for a **Head of Marketing** who'll lead all our marketing activities from social media and digital campaigns to advertising and creative projects. Head of Marketing responsibilities include developing plans to help establish our brand, allocating resources to different projects and setting short-term and long-term department goals. If you're a skilled Marketing strategist and able to inspire your team members, we'd like to meet you.

#### Key Responsibilities:

- Collaborate with the different teams to uncover insights and strategies to develop and implement marketing and branding strategies for new and existing products, internally and externally
- Ensure our brand message is strong and consistent across all channels and marketing efforts
- Design branding, positioning, and communication strategies
- Oversee and grow the marketing department, consistently identifying opportunities to reach new market segments and expand market share
- Identify short-term and long-term scheduling, budget, resource needs and prepare/manage monthly, quarterly, and annual budgets for the Marketing department
- Understand key marketing performance metrics and tracking tools to provide market research, forecasts, competitive analyses, campaign results, and consumer trends in order to translate results into actionable insights for marketing team

#### Daily and Monthly Responsibilities

- Lead the development of our marketing plans working closely with partners and development teams, management, creative and content teams, and distribution partners, to create an effective and efficient marketing strategy focused on growing audiences for our products
- Spearhead the strategic and tactical execution of marketing campaigns, implementation of tests, tracking, results reporting, analysis, and recommendations
- Manage conception, development, and implementation of marketing plan and strategies, concepts, and promotional programs to drive interest and sales



- Hold regular meetings with account managers to review pipeline, resolve challenges, and present possible solutions, and provide ongoing training to ensure team consistently performs above standard
- Attend and/or participate at conventions, conferences, and tradeshows, preparing engaging displays and collateral as needed, and providing post-event reports and analysis
- Manage and grow the marketing team, exchange, and collaborate with other team leads and report directly to management
- Develop and maintain close relationships with important external partners

#### Skills and Qualifications:

##### Core Competencies

- Successful track record in senior marketing roles and creating marketing campaigns
- Excellent leadership, communication, and decision-making skills
- Experience with digital and print marketing, content marketing, and social media marketing
- Proven ability to plan, manage and review budgets
- Experience in the Games or Entertainment industry is a plus!

##### What we can offer:

- The option of working remotely
- An inspiring working environment within a driven, young team as well as dynamic career opportunities
- Great benefits like bonus entitlement, employer-funded pension, and flexible working hours
- City center location with a great public transport link as well as the option of free parking
- Free soft-drinks, coffee, and tea
- Fresh fruit
- Legendary team events

Does this sound like you? If your answer is yes, we'd love to hear from you! Get in touch and send your CV and cover letter to [applications@astragon.de](mailto:applications@astragon.de)