

Marketing Trainee (m/f/d)

We are seeking a highly motivated Marketing Trainee who is eager to learn the ins and outs of influencer marketing campaigns. The candidate will work together with our core campaign management team, talent management team and marketing team to learn all processes in a leading influencer marketing business. The role will be located in Munich.

[GameInfluencer](#) is a leading game influencer marketing and talent agency. We work with global clients to create brand awareness, drive app installs, downloads or registrations. Every day, we work hard to make our clients and influencers happy with the best influencer marketing campaigns on YouTube, Twitch, Instagram and TikTok. We are data-driven and always aim at delivering the highest ROI to our clients.

Overview of the 12-month program:

You will be able to experience and get involved in 5 different company departments.

1. Sales & Account Management:

- Help develop creative concepts and ideas for successful influencer marketing campaigns for our clients
- Assist in sourcing, connecting and closing influencer marketing campaigns with large clients
- Build relationships with strategic partners, such as platform companies who are in need of a long-term influencer program

2. Campaign Management

- Assist campaign managers in sourcing and connecting with the best influencers for our global campaigns
- Support and guide our influencers to create high quality content that fits their followers and our clients

3. Marketing

- Source, research and write blog articles relevant to influencer marketing
- Develop company press releases and assist in pitching to relevant media agencies

4. Talent Management

- Establish relationships with influencers and respective management teams through email, Skype and other communications channels
- Assist in scouting and managing new potential talents for the GameInfluencer Team

Minimum Requirements:

- Bachelor degree in marketing, communication or related field
- Strong interest in games
- Fluent English (which is our office language)

Preferred Requirements:

- Capability & flexibility to work remotely
- Experience working with clients is strong plus
- Excellent communication skills and handling a high range of tasks
- A third language is a major plus
- Knowledge and understanding about Influencers & Brands relations
- Familiarity with Excel, Powerpoint and Google Products (Drive, Docs)
- Familiarity with terms like CPM, CPI, OKRs, KPIs and KOLs

You will fit into our team if you tick all of our values:

- Take **ownership**
- Are **passionate** about influencer marketing and gaming & entertainment industry
- Always strive for **creative** solutions
- Make **data-driven** judgements
- Are an **active listener**
- Always give and receive **open** and **clear** feedback

**“Our mission is to become the gateway to 3 billion video gamers
and maximize brand engagement & product sales”**

If you're interested, send us your application to job@gameinfluencer.com