

Joboffer dated from 02/07/2025

Monetization Manager

Field: Controlling / Payment / Finance
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



Contact Person

Name: HR Team
Position:
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. As a Monetization Manager, you are responsible for taking monetization in our games 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

- **Be the driving force!** Concept, implement, test and design monetization measures such as in-game offers and discuss long-term monetization strategies for our games.
- **Understand our players!** Deeply understand our players' needs through data-driven insights, and enhance their gaming experience using diverse channels and strategies.
- **Numbers are the key!** Define A/B tests to verify your ideas, monitor their

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performance and draw conclusions by analyzing the results.

- **Team up!** Collaborate with a variety of stakeholders in an interdisciplinary environment and coordinate your topics across departments, including product managers, game designers, developers and artists.
- **Learn & innovate!** Shape the future of CRM & Monetization with us, e.g. by exploring new monetization approaches or by unlocking the potentials of AI for our campaign setups.

Your skill set

- **Background.** A degree or similar that fits the advertised role, e.g. Economics or Game Design is a plus.
- **Analytical thinking.** You have a data-driven mindset. You understand key performance indicators and you're eager to structure and analyze data using Excel and to draw concise conclusions.
- **Games affinity.** You love online / mobile f2p games and you're familiar with standard monetization practices.
- **Communication skills.** You communicate confidently in English. You maintain a steady exchange with stakeholders and can integrate well into a team.
- **Result orientation.** You work in an independent, pragmatic and focused way.
- **Creativity.** You enjoy coming up with new ideas for player-facing offers, features or communication.
- **Professional experience.** You have experience in the gaming industry and have a total of at least 5 years of professional experience already.

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 position, the salary range for a Regular is between [55.200](#) - [72.000](#) gross, for a Senior it is between [72.000](#) - [95.000](#) 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](#)

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[Management](#), and [Development & IT](#).

- **Solution orientation.** We are offering an atmosphere to empower creative thinking and strong results.
- **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.

□

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 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. Sandra Wandschneider would be happy to answer any questions you may have.

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