

Year after year millions of excited players prove that simulation games have become far more than just niche products. No matter if core gamer or casual game fan, teenager, adult or whole families, computer and video games which offer life-like depictions of occupations and the technologies associated with them are part of an ever growing trend towards realistic gameplay experiences and are reaching a huge worldwide audience even far beyond the classic videogames market.

We at astragon are happy to meet this ever growing demand with a wide range of high-quality simulation games. Already today several successful game series from our portfolio such as the Construction Simulator, Farming Simulator, Bus Simulator or Euro Truck Simulator franchise are reaching a million player strong audience.

To strengthen our young and creative team in Moenchengladbach/Germany we are looking as of now for a

Public Relations Manager (m/f – German speaker)

who would like to take on the following multi-faceted tasks within our company:

- Planning and implementation of interesting and sophisticated national and international press campaigns and communications policies regarding simulation games for PC, consoles and mobile devices
- Composition and translation (G-E/E-G) of press releases and advertorials as well as other PR and marketing materials
- Editing of product descriptions, marketing materials, localizations and more
- Planning and implementation of press conferences, press trips, editorial visits and events
- Maintenance and pro-active expansion of press mailing lists
- Analysis of media response and reporting
- Close cooperation and consultation with project relevant departments such as marketing, producing, product management, developer teams and license partners
- Cross-national support and managing of PR agencies

Your profile:

- University degree with an emphasis on communications or a comparable education in public relations
- At least five years of work experience in the fields of press, media and public relations (agency experience of advantage)
- Experience in the successful development and implementation of PR campaigns including press trips, events, conferences and trade shows
- Solid media network, preferably including bloggers and influencers
- Very good knowledge of the games and entertainment industry including mobile games
- Solid know-how of and a keen sense for current developments in digital and social media
- Experience in the utilization of social media for PR activities and ideally the knowledge on how to analyze these activities on their efficiency
- Solid communications and presentation skills as well as the willingness to familiarize yourself with new thematic fields and market developments
- Keen sense for the creation of appealing texts which comprehensively convey even complex topics

- Fluent written and spoken German and English skills, other languages of advantage
- Confident in using the common MS Office and internet programs
- High affinity for computer and video games
- High team spirit

Did we manage to spark your interest?

We are looking forward to receiving your application (including your CV, references, expected salary and availability) via email to: bewerbung@astragon.de

For more information please visit us at <http://www.astragon.de/en/>