



# ASO Manager (M/W/NB) - Kolibri Games

**Berlin - Full-time - 743999786390353**

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If you are an analytical and creative person with experience in ASO, seeking to make the difference in a fast growing gaming company, this job is for you. As a Marketing Analyst/ASO Manager you own our App Store Optimisation (ASO) Strategy.

Reporting into our Head of User Acquisition Manager, you will work with our product and marketing teams to drive more players into our games by optimising the App Store performance and organic downloads. With your analytical mindset, you'll deconstruct app store mechanics to maximise our organic downloads (assets management, metadata optimisation, rankings and featurings).

## Responsibilities

- Develop and maintain our ASO strategy across our game portfolio.
  - Analyse current processes and develop alternative solutions.
  - Test and report on hypotheses to improve conversion rate and organic installs.
  - Coordinate with our creative teams on creative assets.
  - Work in close collaboration with the Product and User Acquisition teams to match ASO efforts to quantifiable results like retention, player life-time value and return on advertising spend.
  - Utilize ASO tools such as App Annie and App Radar to identify high-performing keywords and trends in organic growth
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- Experience in ASO
  - You are analytical and a critical thinker.
  - You possess a creative testing mindset.
  - Advanced skills on Excel.
  - You are data driven.
  - Fluent in English.

## Desirable skills

- Experience in mobile games.
- Knowledge of BI tools such as Tableau, Looker, PowerBI etc...

*We are an equal-opportunity employer and value diversity at our company. We do not*

*discriminate on the basis of race, ethnicity, religion, gender, sexual orientation, and age or disability status.*