



Marketing Director, Germany

Confidential Candidate Brief

August 2025



omaze

Omaze: Changing the world, and people's lives

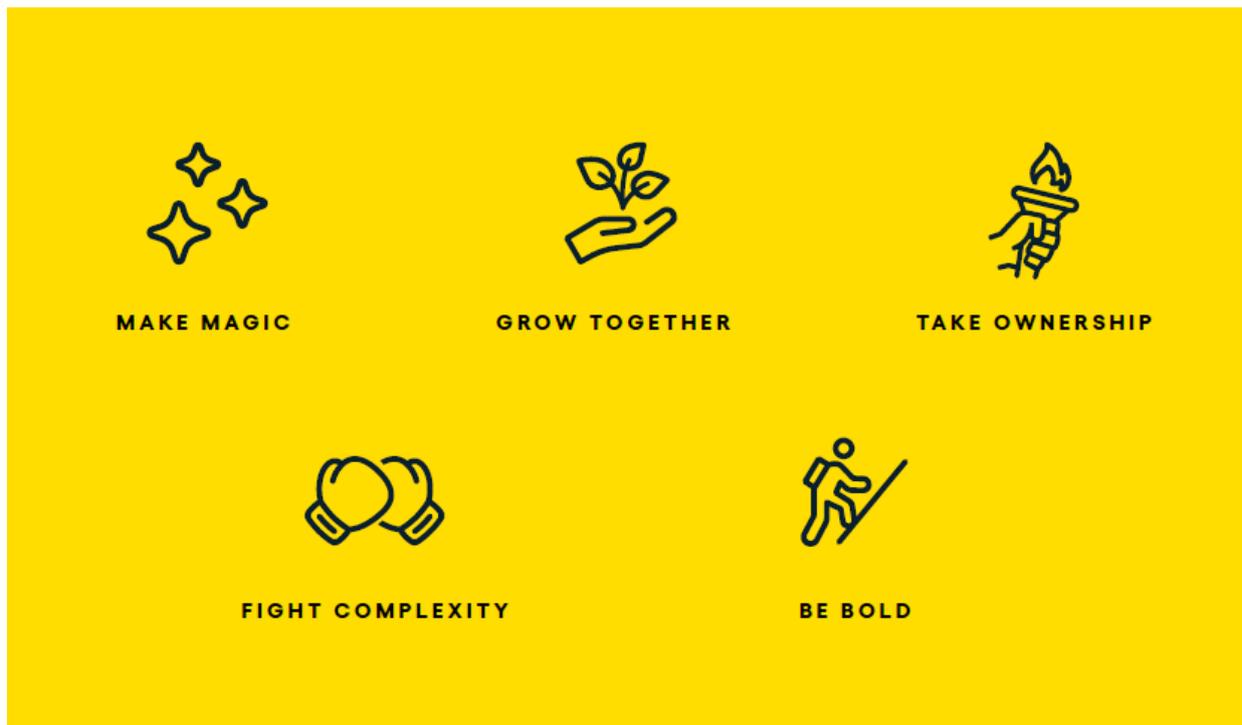
Omaze raises money for charities by offering people the chance to win life-changing prizes. Their mission is to 'excite and inspire by creating opportunities for change around the world.'

Omaze's business model combines entrepreneurial innovation with heart. They are proud to be a for-profit business that can also do good - proving that these two things are not mutually exclusive. Their goal is to be the most impactful organisation for charity in the world while also being a successful and growing commercial organisation. Through their House Draws, they raise funds and awareness for charity partners in record time, while making their lucky winners multi-millionaires. In Germany, Omaze guarantees each charity a minimum of €500k, regardless of how a campaign performs. It's a win: win - for the winners, and the charities and communities they serve.

This is an entertainment company with a social purpose, offering customers the chance to win dream homes and support amazing causes. By making giving fun, Omaze introduces charities to new audiences and frees them up to spend less time fundraising and more time doing vital work in the communities they serve.

Launched in the US in 2012, Omaze expanded to the UK in 2020 and has since reached 65% brand awareness and **raised over £100 million for charity partners**. Omaze's growth is comparable with some of the fastest growing companies in the world in their early stages and it is now one of the top 10 UK advertisers. In addition to working with the British Heart Foundation, Marie Curie, Alzheimer's Research UK, and the RSPCA, they have also partnered with high profile figures including Prince William, David Beckham, and Brian Cox.

This is a company comprised of brilliant, entrepreneurial people unified by Omaze's virtues - see below - which power them to do 'What we do every day to serve our customers'. The culture at Omaze is fast-paced and people who thrive are highly adaptable, data-driven yet comfortable with ambiguity, and oriented to roll up their sleeves and take personal responsibility.



Make Magic:

- Generate excitement at every opportunity
- Harness play to spark creativity
- Make the customer the hero

Grow Together:

- Seek and offer feedback
- Build bridges
- Keep raising the bar

Take Ownership

- There's a way. Find it
- Hold ourselves (and each other) to account
- Do the hard thing (asap)

Fight Complexity:

- The simplest solution is (almost always) best
- Embrace constraints, they fuel ingenuity
- Defy the bloat

Be Bold:

- Contest convention
- Champion outsiders
- You are here for a reason

The company's success is driven by highly effective, storytelling driven marketing. Omaze has consistently delivered beautiful creative execution across platforms brought to life with clarity, making the messaging fun, keeping it simple, and addressing customers' concerns head-on. The next chapter in this incredible adventure sees the company's strategic expansion into Germany, aiming to build a localised marketing presence that aligns with Omaze's global brand while adapting to regional cultural nuances. This expansion is a deliberate growth initiative to establish a distinct business unit in Germany with backward links to the global operations, ensuring consistency in brand presentation and optimising marketing effectiveness.

A career defining opportunity

This is a unique opportunity to shape the future of a globally admired brand at a pivotal moment in its growth, and to do so in a market where your impact will be visible, measurable, and lasting. You get to build something truly special from the ground up. You will be instrumental in establishing a high-impact team and driving meaningful social change in Germany while delivering substantial commercial success.

As Marketing Director, you will be pivotal to Omaze's hugely ambitious plans and part of a dynamic leadership team in Germany, determined to create an enduring local success story. Reporting to the Managing Director, working closely with the VP Marketing and VP Growth, you will build, lead and scale Omaze's marketing and brand efforts in Germany. You will craft high-impact marketing campaigns, integrating brand, creative, media, and social strategies to drive growth and fundraising impact and build significant awareness for Omaze throughout Germany.

The company's marketing campaigns centre around storytelling that integrates charity impact, winner stories, and local community engagement, while bringing the dream of these homes to life across all channels and tailoring it to different consumer segments to build trust and excitement. Omaze operates a fast-paced campaign cycle and will be launching a new house every two months in Germany, requiring rapid content production, editing, and marketing iteration. A key driver of success will be ensuring performance-driven strategies balance long-term brand growth. A combined Brand Response TV (BRTV) and digital approach has been a key driver of growth and success in the UK. Leveraging a similar approach in Germany while pivoting in response to market feedback will be critical. As such, this role will require you to balance of data-driven decision making and compelling creative execution.

You will get to establish a high-performing team, which will initially be small but will grow over time. You will need to take a hands-on approach and get stuck in across all facets of marketing. In addition to building and mentoring a high-performing team, you will act as a culture setter in the Munich office, ensuring Omaze's virtues are embedded in the team you are building. You will foster close collaboration with agency partners, making them an extension of your internal team. You will work closely with the Director of Property and Partnerships to bring Omaze's houses to life, showcasing dream homes through creating and distribution amazing content and stories which are broadcast across all channels to engage all customer segments. You will leverage the proven UK Marketing playbook and adapt and evolve Omaze's marketing activities to meet the unique demands of the German market, working in partnership with charities and brand ambassadors, showcasing how every campaign not only changes lives but inspires a movement of giving across Germany.

Key Responsibilities

Brand Response & Growth Marketing

- Develop and execute a data-driven brand response marketing strategy to acquire and retain customers efficiently
- Implement a robust A/B testing framework for creative assets, audience targeting, and messaging to maximise efficiency
- Building a strong brand presence with measurable growth in customer acquisition and lifetime value is a key expectation

Creative Storytelling & Brand Engagement

- Develop compelling creatives that balance performance-driven content with strong brand storytelling
- Shape engaging brand narratives that connect with audiences across digital and social platforms
- Collaborate with content, design, and agency teams to produce high-quality, impactful marketing materials

Commercial Impact & Adaptation

- Adapt the proven UK Marketing and Growth playbook to fit the needs and preferences of the German market
- Work closely with the Growth team to leverage insights and refine media and creative strategies

Cross-Functional Leadership & Collaboration

- Work closely with Creative, Brand, PR, Growth, Product, and Finance teams to ensure marketing campaigns align with overall business objectives
- Partner with external agencies, media buyers, and contractors to scale campaigns efficiently

Team Leadership & Development

- Build, manage, and mentor a high-performing marketing team, fostering a culture of creativity, data-driven decision-making, and accountability
- Establish a strong balance between brand response marketing and creative execution within the organisation

Analytics & Continuous Optimisation

- Leverage in-house and third-party data tools to track performance and inform decision-making
- Develop audience segmentation strategies to enhance targeting and personalisation

Let's talk about you

A role at the intersection of brand, performance, and purpose will have already captured your imagination. Your proven track record of driving business growth through marketing, gained within e-commerce, digital, or consumer-focused scale-up environments positions you perfectly for this challenging but hugely rewarding brief.

Your strong analytical capabilities, comfort with performance metrics, and extensive experience across both digital and offline media - particularly in TV and direct response channels - equips you with the know-how and confidence to rise to this sizeable yet compelling task. Moreover, the description of a company filled with passion, energy, drive and determination where people are expected to operate with a founder's mentality will feel like a place you'd easily and comfortably slot right into.

Additionally, you will have/be:

- Proven experience in launching and scaling new online brands in the German market
- Strong storytelling and campaign/content production skills, with recent hands-on experience developing marketing materials, working closely with production teams, and overseeing shoots
- Experience executing successful performance-focused marketing campaigns across various channels, including paid social channels
- Solid understanding of direct response marketing principles, with a track record of optimising campaigns for performance
- Proven experience in talent recruitment and management, ensuring presenters fit various channels and uphold the Omaze brand
- Excellent communication and interpersonal skills, capable of collaborating effectively across teams
- Adaptable, comfortable with ambiguity, and demonstrably resilient
- Experience in a startup or fast-paced environment is preferred
- Native German and bilingual in English
- Strong attention to detail, with a commitment to delivering high-quality results

Location

- Munich based. Omaze operates a hybrid model, and colleagues are expected to be in the office on average 3 days per week
- Must be willing to travel domestically for creative projects as needed, plus regular travel to London HQ



Fortune Hill

24-38 Bloomsbury Way,
London
WC1A 2SN
United Kingdom

T: +44 (0)20 3958 5500
E: info@fortunehill.com