

Marketing Team Lead

The Marketing Team Lead is responsible for leading a team of Marketing professionals and creating resourcing, prioritization and support for the key programmes. The role holder is expected to deliver active customer and revenue goals by understanding the base, customer motivation, needs and insights to create a comprehensive marketing strategy across brand product portfolio in a market to maximize the product share. The team lead is also expected to assume direct executional responsibility for a product within the platform portfolio.

The role holder will act as the voice of internal and customers teams to drive the product roadmap to improve customer satisfaction and customer experience.

Responsibilities:

- Contribute to marketing effectiveness by identifying short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; implementing directives.
- Work with internal team in order to create marketing campaigns/promotions/events for all products.
- Obtain market share by developing marketing plans and programs for each product; directing promotional support.
- Organize and develop weekly promo programs for customers to increase retention
- Providing short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.
- Influence present and future products by determining and evaluating current and future market trends.
- Develop new uses for existing products by analyzing statistics regarding market development; acquiring and analyzing data; consulting with internal and external sources.
- Achieving financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Completing trading and operations department requirements by scheduling and assigning employees; following up on work results.
- Oversee the development of global product marketing campaigns, promotions and events strategy
- Drive the team to analyse customer behaviour and constantly improve the retention rate and Key performance indicators.
- Maximise the profitability of all campaigns and promotions through strong analysis, planning and execution
- Align the product marketing plans between sub-products and other products
- Build and maintain strong relationship with brands and base management teams to make sure a product marketing strategy that meets aspirations and customer preferences is being built
- Understand the platform customer base and ensure segment strategy development
- Work together with other Product team leads to ensure all potential cross sell routes are utilized
- Develop the customer active base trajectory per brand and country and define acquisition and retention requirements for product
- Be the voice of the customer in the product planning process – work with the product team to define and improve customer product/promotion experience
- Sign off the headline product marketing programmes calendar in collaboration with Product Marketing managers and the Marketing Programmes team
- Be a key stakeholder into the planning and execution of product development from conceptual stages all the way to the product roll out and launch

- Defining, managing and achieving all Marketing team KPIs
- Conducting regular competitor analyses and maintaining market place awareness
- Manage positioning and promoting of new product feature launches

Required skills, knowledge and experience

- Minimum of 2 years' experience in the Online Gaming Industry
- Knowledge of Online Sportsbook Campaign Management Essential
- Online Casino Marketing & product Management a definitive PLUS
- Strategic marketing thinker with a proven ability to innovate, implement and optimise
- Great organisation, planning and prioritization skills, with strong attention to detail
- Previous experience in product marketing role with a proven track record of being able to implement a campaign strategy based on an understanding of the customer lifecycle, behavioural segments and customer profile
- Proactivity and ability to collaborate
- Strong communications and stakeholder management
- Excellent content knowledge and campaign experience