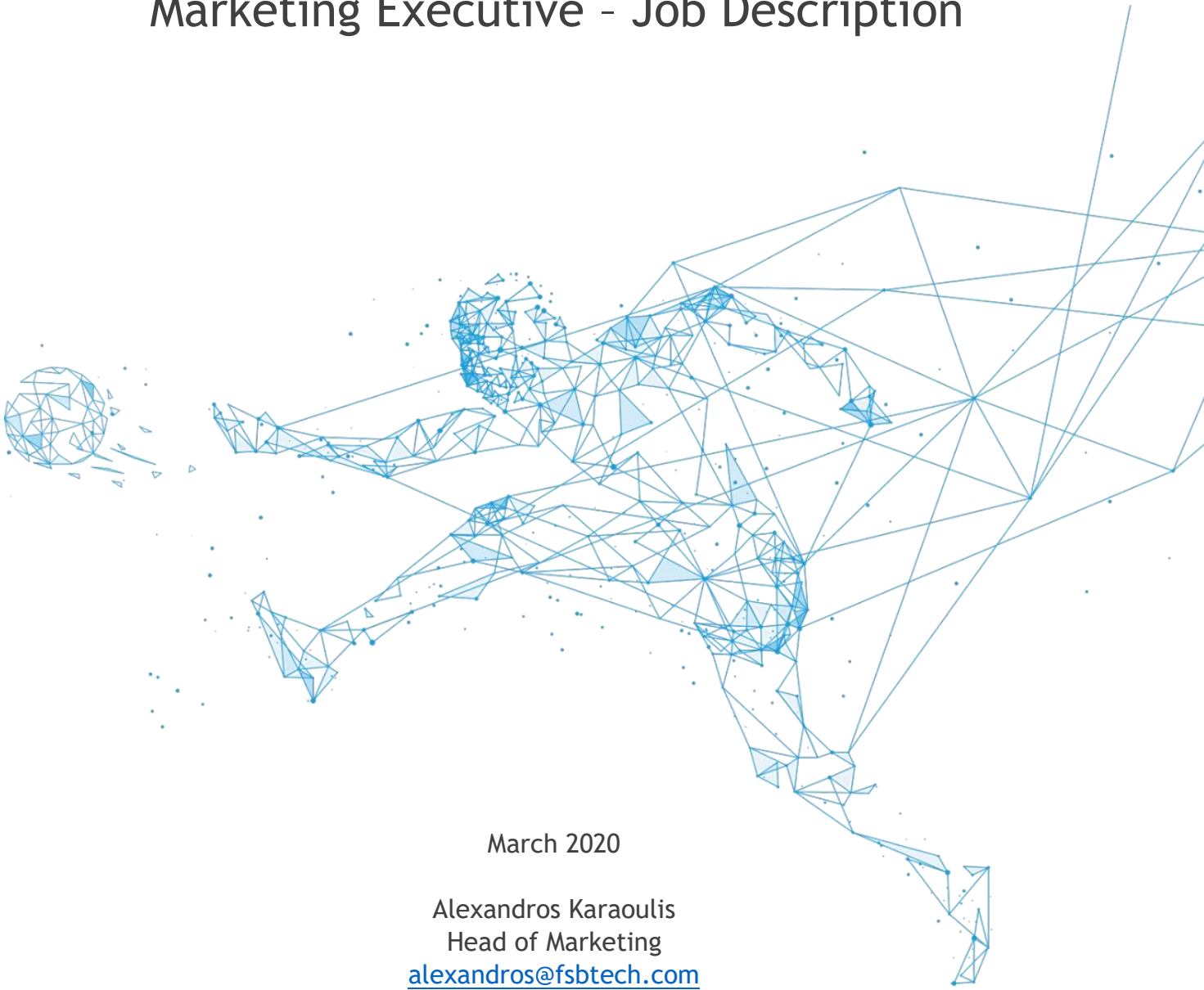




Marketing Executive - Job Description



March 2020

Alexandros Karaoulis
Head of Marketing
alexandros@fsbtech.com

Marketing Executive

Full time

£25,000 a year

We have an exciting opportunity for a Marketing Executive.

The Marketing Executive is responsible for creating Sportsbook and Casino Marketing Campaigns, delivering active customer and revenue goals by understanding the base, customer motivation, needs and insights.

We are a premium B2B Sportsbook and Casino Provider company to burst on to the scene and looking for the best talents to grow the company.

Responsibilities:

- Working with internal team in order to create marketing campaigns/promotions/events for all products.
- Organizing and developing 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.
- Influencing present and future products by determining and evaluating current and future market trends.
- Maximising the profitability of all campaigns and promotions through strong analysis, planning and execution.
- Understanding the platform customer base and ensuring segment strategy development.
- Assisting in awarding free bets/bonuses to partners.
- Advising CS team with any crediting anomalies or issues to resolution.
- Responding to and resolving CMS/price boost/display issues within promotional pages.
- Fulfilling promotional reporting requests from partners with regard to cost and take-up of specified offers.
- Optimising current SQL promotional queries for more efficient crediting.
- Setting up and logging of crediting procedure for CS team to follow for all new offers.
- Setting up price boosts for partners.
- Setting up email campaigns.

- Preparation and management of casino bonuses.

Required skills, knowledge and experience

- Minimum of 2 years' experience in the Online Gaming Industry.
- Knowledge of Online Sportsbook and Casino Campaign Management Essential.
- Strategic marketing thinker with a proven ability to innovate, implement and optimise.
- Great organisation, planning and prioritization skills, with strong attention to detail.
- Proactivity and ability to collaborate.
- SQL Experience is a PLUS.
- Excellent content knowledge and campaign experience.