



# Casino Manager/Head of Casino

Reporting to the Chief Operating Officer, this role carries overall responsibility for the management and performance of the FSB's casino product, commercial relationships with third party providers and driving performance from clients' casino offering.

## **Overall responsibilities include:**

- Management and success of the online casino vertical, across both mobile and web including game launches and performance analysis
- Creation and ongoing management of casino product strategy
- Ownership of all third party supplier relationships within casino vertical.
- Championing the casino offering and working closely with clients to ensure optimal performance
- Working closely with the marketing department to recommend promotion and cross-sell opportunities on an ongoing basis.

In addition, this is also a hands-on role working with various functions throughout the business in terms of problem solving and acting as an escalation for support internally and externally.

## **Product Strategy**

- To deliver enhancements and new features to enhance the platform to meet the company's growth strategy in the UK and internationally
- Work closely with the Head of Product and marketing team to gain resource for delivery of the casino product roadmap
- Working closely with Account Management to gather customer feedback and develop commercial opportunities
- Creating a strong backlog of new features and enhancement for the Casino product

## **Supplier Relations**

- Formation of a partner strategy that encompasses the company's growing needs in the UK and internationally in an omnichannel environment balanced against any regulatory requirements.
- Contribute to the creation, delivery and evolution of our corporate product strategy
- Champion the casino product vision, help to engage the wider business teams and encourage contribution to new product development

## **Knowledge, Skills & Experience**

- Significant experience working within the casino sector, specifically the online casino product vertical.

- Highly adept at working in numbers and detail driven environment. Capable of analysing and understanding the bigger picture through site, content and campaign analytics.
- Experience of identifying key suppliers, negotiating competitive agreements and overseeing their launch.
- Strong understanding of full mix of online casino operation including areas such as payments, VIP segment and multi-channel marketing.
- Excellent communication skills, capable of influencing and leading multiple internal and external stakeholders and presenting persuasive business cases.

### **Person Specification**

- Strong communicator – an important part of this role is to be an advocate for the casino vision and the candidate must be able to effectively engage and excite their colleagues and customers/partners
- Must be able to drive teams to deliver targets
- Ability to work in a fast-paced environment, and to tight deadlines whilst maintaining quality
- Confident and able to speak out against the crowd and support their opinions with strong reasoning, analysis and evidence
- High levels of attention to detail are required as the role is accountable for end results and must get the small things right
- Able to think on the go and adapt quickly to changing demands