

Sportsbook & Casino Marketing Executive

Hours: Full Time, 37.5 hours

Contract: Permanent

Location: Hybrid: Central London (Nearest tube station: Oxford Circus) / Remote

About the company

FSB is one of the leading platform providers in the Sports Betting and iGaming sector. With an ever-increasing client base spanning across various countries and continents, you'll be joining us at an exciting time as our company grows and our journey accelerates rapidly in continuing to achieve great success. Will you be the next member of Team FSB? Develop your dream role and bet on us!

About the role:

This role plays a vital part in the overall marketing team by fulfilling a number of daily tasks for our clients centred around their sportsbook and casino products, i.e. website, mobile apps and social media. There will also be an opportunity to work with the team on sportsbook, casino and overall marketing strategy. This role is ideal for a hard-working individual who wants to break into the sports betting and casino industry.

Responsibilities:

- Provide daily support to the overall Marketing Services team and the output it provides FSB's partners.
- Manage, create, and execute various daily sportsbook and casino partner requests via our backend Content Management System.
- Day to day management of all digital marketing channels within the organisation, including social media.
- Understanding, interpreting, and setting up sportsbook campaigns for our partners.
- Adding sports price boosts to our partner properties on a daily basis.
- Creating and executing daily push notification messages for our partners via our CMS.
- Playing a key role in the daily sportsbook UX display look and feel on our various partner properties to help drive customer turnover, interest, and revenue.
- Taking charge of the display, arrangement, tagging and segmentation of our casino library on our various partner properties.
- Working closely with the Head of Casino to add and classify new game releases onto our CMS.
- Social Media management for partners.
- Collect, analyse, and work alongside other members of the team to interpret sportsbook/casino performance numbers.
- Assist with any other reasonable tasks within the context of the role/team/department as specified by the line or authorised manager.

Essential (must have) – knowledge, skills, and experience

- Technically proficient; comfortable operating content management systems at pace
- Strong knowledge of vast range of sports
- Keen interest in sports betting
- Fair grasp and understanding of casino products
- Competent copywriter
- Understanding and interest in social media

Desirable (nice to have)

- An interest and knowledge in SEO and SQL would be desirable

We would be keen to see if your talent matches our requirements. Please submit your interest via our website: <https://fsbtech.com/careers/>

Disclaimer: Please note that FSB currently does not have a licence to sponsor anyone who does not have the right to work in the UK.