

JOB DESCRIPTION

Job Title: Brand Manager – Casino
Department: Brand Marketing
Reporting to: Senior Brand Manager

The Department:

The Brand Marketing Department is responsible for the development of the brand strategy and communication plan.

They will champion the brand and bring it to life throughout the business and within the business strategy.

Purpose of Job:

The Brand Manager will assist with the development and management of the brand strategy and communication plan for Betway Casino products in the UK Market. They will assist with the creation and implementation of innovative brand campaigns to drive awareness, preference and customer engagement.

The Brand Manager will assist with the development of the marketing strategy from conception and design, communications planning, management of stakeholders, delivery to market and post launch appraisal process. They will be responsible for investigating the competitive environment (direct and indirect) and monitoring market trends to identify new opportunities.

Key Responsibilities & Accountabilities

The position will involve the following areas of responsibility:

- Assist with the development and delivery of the brand strategy and communication plan to target both existing and potential customers in the UK.
- Responsible for ensuring copy is developed, approved and aired as required, specifically TV commercials.
- Responsible for ensuring that media activities are planned, approved and executed as planned, specifically TV.
- Work with multiple stakeholders to align and amplify plans and understand the on-going needs of the business.
- Manage the implementation of innovative and engaging brand communications content.
- Assist the Senior Brand Manager with the management of the brand communications creative and media agencies.
- Work within a specified brand communications budget.
- Work closely with a range of teams, developing strong relationships including product developers, legal and compliance, marketing personnel, creative agencies and media buying agencies.
- Oversee the production of TV adverts, print advertisements, direct mail packs, email campaigns, websites.
- Assist with the development and refinement of a multi-channel marketing strategy including annual planning and identifying key opportunity areas
- Responsible for communications architecture, visual identity and brand experience
- Work with promotion and retention teams to help develop and deliver a retention strategy which delivers the brand strategy

- Engage and develop relationships with internal and external partners and agencies
- Champion the brand across the business and ensure that all activities meet the appropriate compliance standards and guideline

This job description is not intended to be an exhaustive list of responsibilities. The job holder may be required to complete any other reasonable duties in order to achieve business objectives.

Essential Criteria:

- Experience of managing a brand communications strategy.
- Experience in brand development, brand positioning and branded product development.
- Worked in innovative brand team with evidence of creating/managing activity.
- Understanding, knowledge and passion for brand management
- Experience of working in a multi-channel environment.
- Must be able to integrate brands across multiple touch points
- Experience in briefing, judging and leading creative ideas
- Experience of working with multiple stakeholders
- Ability to manage different projects at the same time

Desirable Criteria:

- Educated to degree level with a qualification in Marketing
- Be from a casino or entertainment background
- Copywriting skills

Person Specification:

- A strong communicator with good organisation skills.
- Strategic thinker with the ability to influence peers and stakeholders across the organisation
- Numerical with good analytical skills
- Organised and methodical in your approach to work
- Excellent communicator, both verbal and written
- Excellent project management skills
- Experience of managing projects and delivering on time and to budget