

JOB DESCRIPTION

Job Title: Casino Project Manager

Department: Retention & Marketing Communications

Reporting to: Head of Casino Retention

The Department:

The Retention Department is responsible for the creation, segmentation and execution of promotions sent out to players.

Purpose of Job:

To ensure that the Retention Team delivers effectively against the objectives through the management of the customer retention programme. With the ultimate aim of increasing customer engagement, driving down churn and increasing customer lifetime value you will provide guidance to your peers to ensure excellent retention-based promotions across the company are well executed.

Key Responsibilities & Accountabilities

- Devising, planning and implementing projects with a focus on internal process and product improvements
- Innovating new requirements within the CRM Department
- Identify opportunities & implement tactics to maximise revenue and minimise churn among existing customer bases.
- Work with various teams to create and launch a range of projects driving loyalty and revenue.
- Analyse and report monthly on the effectiveness of the projects and future developments.
- Build close relationships with other business functions including Product teams
- Monitor changes and keep updated on the organisation's products or services.

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:

- A good understanding of the entire campaign development and delivery process
- Experience of working with stakeholders at various levels
- Proven management in a range of project delivery areas
- A good knowledge online customer retention strategies and tactics
- Exceptional knowledge of Excel, spreadsheets and reporting software.
- Previous experience of managing or providing guidance to other team members
- Experience of carrying out data analysis on retention and promotional activity making suitable recommendations based on this information

Desirable Criteria:

- Basic understanding of a CRM or email marketing software.
- Understanding of online gaming back office systems

Person Specification:

- Ability to provide analysis on large amounts of data identifying trends and presenting recommendations
- Extremely passionate about the internet and technology world.
- Exceptional attention to detail
- Driven, dynamic and able to take the initiative.
- Comfortable picking up new concepts and running with them.
- Ability to think outside the box.
- Excellent organisational & time management skills
- Excellent written and verbal communication skills
- Creative
- Able to take initiative to ensure that deadlines are met