

JOB DESCRIPTION

Job Title: Country Executive – Belgium

Department: International Markets

Reporting to: Country Manager

The Department:

The International Markets department is responsible for optimising development, and driving performance to maximize the local market potential of all brands and products.

Purpose of Job:

The role focusses on working alongside the Country Manager and supporting the overall delivery and performance of Belgium and working as an effective member of the wider International Markets department.

You will assist in devising, agreeing and implementing effective strategies to meet and exceed the company objectives & targets at market level. You will be responsible for maintaining at all times an up to date, operational understanding of any and all regulatory, compliance, and or, licensing information relevant to your market. You will work with multiple teams and stakeholders across the business to ensure consistent and effective strategies are agreed and implemented at local market level.

Key Responsibilities & Accountabilities

Strategy and Performance

- Develop, manage and drive goals and KPIs for the Belgian market to meet and exceed the company's business strategy and objectives
- Proactively seek out attractive partnerships and marketing opportunities that will help grow and benefit the business
- Work closely with the Director of International Markets to analyse, evaluate, adjust and implement effective strategies to drive growth and success in your region

Budget management

- Managing and driving 'performance to budget' for your region and working closely with other internal teams to influence and drive activity
- Responsible for the efficiency and performance of marketing budgets for your region
- Monitor and analyse Belgium's KPIs and metrics, react quickly to under performance and optimise activity accordingly

Reporting

- Responsible for generating and presenting a monthly performance review of Belgium to the Director of International Markets and other senior stakeholders
- Responsible for ensuring the reporting across the business for your region is accurate and consistent
- Agree and implement efficient internal reporting processes between departments to ensure good flow of necessary information and results across multiple teams and stakeholders

Marketing

- Work with business stakeholders to ensure acquisition and retention initiatives appeal and perform at the local level, continually optimising to ensure maximum ROI
- Develop, manage and drive the multichannel marketing strategy for Belgium across digital and offline, working with, and influencing business stakeholders to achieve optimum performance
- Work with the brand marketing team to develop a relevant strategy for the brand in Belgium and ensure a consistent brand marketing strategy is delivered at local market level
- Execute campaigns in the focus markets for the brand marketing team as and when required
- Ensure that all digital inventory and online properties are up to date and displaying the best possible content for the local market
- Work with promotion and retention teams to ensure that each phase of the player lifecycle is optimised and covered with relevant promotional initiatives
- Optimisation of the various customer journeys that exist across all platforms for your region

Product, Stakeholder Management & Influencing

- Develop close working relationships with all relevant stakeholders across the business
- Leading collaboration with regional teams to align on methodology, systems, processes, and reuse of content
- Provide Senior Management with local market insights to continually improve and adjust our strategy, delivery, and execution of activity in Belgium
- Working closely with business stakeholders, leveraging your expertise and market knowledge to influence the product development roadmaps for Belgium
- Work with internal development teams to fix issues and deliver constant improvements in the core product offering
- Continually refresh your knowledge of both best in industry and best in market product developments to ensure we continue to deliver best of breed products and customer experience

Essential Criteria:

- Excellent analytical skills with strong written communication and presentational skills
- Ability to conceptualise, discuss and present marketing ideas internally and externally
- Fluent level speaker in Dutch/Flemish
- Business level written and spoken English
- Good online gaming background
- Experience of working in either a Retention or Acquisition focussed role
- Good product and industry knowledge
- Good understanding of the Belgium Market
- Passion for and an avid interest in Sports
- Good understanding of Belgium Sports
- Ability to influence and work in matrix organisations

Person Specification: (Personal competencies)

- Positive results focussed attitude
- Solutions orientated
- Approachable manner
- Ability to work autonomously
- Excellent attention to detail and analytical skills