

# JOB DESCRIPTION

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**Job Title:** Marketing Communications Executive – German

**Department:** Retention and Marketing Communications

**Reporting to:** Marketing Communications Executive Team Leader

**The Department:**

The Retention & Marketing Communications Department is responsible for the creation, segmentation and execution of promotions sent out to customers across all products and regions.

**Purpose of Job:**

The Marketing Communications Executive will be responsible for providing copywriting and translations for the German market and to execute all retention-based promotions across the company.

**Key Responsibilities & Accountabilities**

The position will involve the following areas of responsibility:

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- Content translation for the German market (emails, SMSs, website pop-ups, landing pages, push notifications etc.)
- Website content translation and editing
- Project management of casino promotions:
- End to end preparation of promotional communications (email and push notifications)
- Testing and sending out communications
- Liaising with various internal departments (copy and design team)
- Analysis and reporting on promotion success (open/click rates)

*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:**

- Fluent in German both verbally and in writing
- Exceptional translation skills from English to German and vice versa
- Experience of working in a team liaising with a variety of stakeholders
- Experience managing projects
- Good understanding of Marketing principles

**Desirable Criteria:**

- Interest in Gaming Industry
- Exposure and good knowledge of content management systems
- Good understanding of HTML / AMPscript
- Working in an online environment
- Good understanding of the relevant market

**Person Specification:**

- Good attention to detail
- Work autonomously
- Motivated
- Team player
- Dynamic and creative
- Deadline-driven
- Good interpersonal skills
- Creative in finding solutions
- Willing to “go the extra mile”
- Logical thinker
- Problem Solving