

JOB DESCRIPTION

Job Title: Retention Executive

Department: Retention & Marketing Communications

Reporting to: Retention Team Leader

The Department:

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

Purpose of Job:

To work with other Retention Executives to personalise promotions based on player behaviour and traits. To use KPIs to analyse promotions against expected outcomes, and develop customer retention strategy to decrease customer churn.

Key Responsibilities & Accountabilities

The position will involve the following areas of responsibility:

- The creation and maintenance of promotions.
- Profiling players to create specific segments for promotions and general communications.
- Liaising with Retention Team Leader to ensure all promotions are set up
- Liaise with key stakeholders in the Marketing Communications team.
- Planning promotional calendar with key stakeholders.
- Various analysis and reporting of promotions
 - Analyse and summarise large amounts of data using pivot tables to spot trends and patterns using excel skills.
 - Manipulate quantitative data and express as graphs and charts.
- Troubleshooting promotion issues.
- Other ad hoc duties as required by Retentions Team Leader

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 English both written and verbal.
- Excel skills (V-lookups, Pivot tables, etc.).
- Ability to analyse large amounts of data quickly and accurately.
- Strong problem solving skills in understanding and diagnosing solutions.
- Team player and comfortable working individually.
- Able to communicate effectively to other key stakeholders.

Desirable Skills:

- Basic knowledge of the gambling industry.
- Knowledge of basic marketing principles.
- Experience presenting data to others.

Personal characteristics:

- Excellent communication
 - Problem solving skills,
 - Confident
 - Good attention to detail
 - Able to work autonomously
 - Logical thinker,
 - Creative in finding solutions
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