

JOB DESCRIPTION

Job Title: Retention Executive Casino

Department: Retention

Reporting to: Retention Team Leader

The Department:

The Retention & Promotions 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 in conjunction with other Retention Executives to personalise offers based on the players preferences and traits. This role includes different forms of analysis leading to a strategic development of promotional calendars.

Key Responsibilities & Accountabilities

The position will involve the following areas of responsibility:

- 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.
- Liaising with Retention Team Leader to ensure all promotions are setup
- Troubleshooting of issues
- Sending out communications –
 - Email,
 - Calculating and moving lists
 - Unsubscribing players,
 - Deciding which players receive emails and select promotions
 - Optimise deliverability including maintenance of robust data
 - Offline,
 - Produce a methodology for choosing the next campaign and demonstrate free spins and match is cost effective
 - Ensure new RMM designs are in place
 - SMS,
 - Selecting which players get SMS and for what promotion
 - Adding attributes to SMS to make the SMS personalised for the player
 - Keep records for Esendex purposes
 - Push notification
 - Broadcasting to players who have opted in to receive push notifications
 - Automation and optimisation of notifications
- Maintenance of promotions
- Scheduling calendar with stakeholders in the same regional team
- Profiling players to create specific segments and offers
- Liaise with other key stakeholders
- Other ad hoc duties required to be undertaken 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
- Excellent Excel skills (V-lookups, Pivot tables, macros, etc.)
- Understanding of the execution of promotions
- Ability to analyse large amounts of data quickly and accurately

Desirable Skills:

- Strong problem solving skills in understanding and diagnosing solutions
- Team player and comfortable working individually
- Able to communicate effectively to other key stakeholders

Personal characteristics:

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