

JOB DESCRIPTION

Job Title: Senior VIP Manager

Department: VIP

Reporting to: Head of VIP

The Department:

The VIP department is responsible for maintaining, strengthening and growing customer relationships. The VIP Department is responsible for the retention of all high level clients for Betway Sportsbook brands. The department aim is to develop and execute a strategy that grows the value of the VIP segment. We pride ourselves in providing superior service and first class retention campaigns. The various account classifications are based on various account metrics.

Purpose of Job:

The VIP Manager will be responsible for the business profit deliverables, growth and development of the VIP portfolio. They will be responsible for the line management, development and motivation of the VIP team. A focus will be on optimising relationships with VIPs with the aim of retaining these into lifetime values.

Key Responsibilities & Accountabilities

The position will involve the following areas of responsibility:

- Creation and maintenance of a VIP Strategy in each responsible market/s
- Responsible for growing the VIP portfolio
- Developing CRM Strategies to drive VIP business
- Implementing tools and processes to ensure Account Managers are result and statistic driven
- Monitoring and analysis of data to ensure high performance of team
- Responsible for effective forecasting and budgeting requirements
- Implementing strategy for events to ensure executed with an exceptional high quality and securing maximum ROI
- Develop a segmentation strategy and thorough understanding of customers; provide strategic recommendations on how to further engage each customer segment
- Monitor competitive and industry trends across all relevant product types: casino and sports to serve as subject matter expert on VIP customer retention within the organisation

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:

- Proven experience of implementing vision and strategy into an Account Management team
- Proven experience of managing VIP teams in international markets
- Implementing tools and processes to ensure Account Managers are result and statistic driven
- Workable marketing knowledge to encapsulate Conversion, Retention, Reactivation and exit strategies
- Proven experience of Data segmentation, analysis or mining
- Proven experience developing CRM strategies
- Proven experience of commercial leadership and reporting to senior management
- Proven experience managing both a Sportsbook and Casino Account Management team



A proud member of the **betway group**

- Exceptional Sportsbook knowledge