

JOB DESCRIPTION

Job Title: VIP Account Manager

Department: VIP

Reporting to: Senior Account Manager

The Department:

The VIP Department is responsible for the retention of all high level clients for Betway, Hippodrome Online and Spin Casino. 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:

This role is responsible for maintaining, strengthening and growing customer relationships to increase their lifetime value. A key focus is account growth, customer satisfaction and prioritisation of clients at a high standard.

Key Responsibilities & Accountabilities

The position will involve the following areas of responsibility:

- Provide an efficient and professional customer service
- Build and maintain constructive relationships and proactively anticipate customer needs
- Contacting customers regularly through phone, email, text messages and face-to-face
- Working with the Potential VIP team to increase value of customer
- Use data and reports to analyse customers activity
- Customer profiling including playing behaviours, interests, likes and dislikes
- Follow up on VIP support escalations managed by VIP support
- Calculate, apply and credit bonuses to customers
- Make recommendations for player gifting and identifying suitable players to attend hosted events
- Analysis of past and current bonus, gifting or events to ensure effective use of resource
- Active role in managing, influencing and developing market/product
- Suggesting bespoke promotions for VIP players within the relevant market/product

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:

- Experience in VIP account management for an Online Casino or Sportsbook
- Excellent communication and interpersonal skills
- Confident communicator on the phone
- Strong command of written and spoken English
- Strong evidence of contributing to VIP satisfaction and retention
- Experience working with casino and sports portfolio
- Ability to produce target specific campaigns and report pre / post campaign
- Proven experience in VIP portfolio growth

Desirable Criteria:

- Degree level or equivalent
- Good understanding of I-Gaming products
- Personal passion or active interest in Sports betting
- Experience in VIP account management for an Online Casino or Sportsbook
- Confident with numbers, reporting and budget management