

Marketing / Content Manager

Sportsbook, Casino & Poker

We are looking to hire a bilingual (English and Italian) Marketing and Content Manager to join our team in Malta in an extremely challenging, fun and rewarding environment.

The role will require you to be in charge of managing our website with the ultimate goal of increasing revenues and loyalty from our customer base. The position combines high-level strategic and analytical thinking with a hands-on marketing approach.

The areas of responsibility include but are not limited to:

- Delivering world-class content that improves customer acquisition, profitability and retention.
- Planning, creation and implementation of all on-site and e-mail campaigns.
- Day to day management of all content updates.
- Configure bonuses, game liabilities, client layout and VIP levels to meet the requirements of our players.
- Handling requests from and liaising with different departments, writing specifications, coordinating resources and ensuring project deadlines are met.
- Constant improvement of CMS and CRM-systems, planning schedules, specification routines and translation management.
- Liaising and building relationships with a range of stakeholders, e.g. customers, suppliers and colleagues.
- Liaising with affiliate companies and agents.
- Analyze marketing effectiveness and performance, producing a weekly / monthly report highlighting the live activities and their relevant successes.
- Analyse competitor landscape and identify opportunities within the market.
- Awareness of Search Engine Optimization techniques.
- Knowledge of Ad servers and Trafficking campaigns.

You will constantly evaluate KPI-s regarding customer retention.

Desired profile:

- Ambitious and have a genuine interest in visual and text-based B2C marketing and usability on the web.
- Excellent communication skills.
- Fast learner, attention to details and responsible.
- Strong planning & co-ordination skills

Required:

- An academic degree in marketing, communications or a related discipline.
- A minimum of 2 years B2C online marketing and/or communication experience, preferably managing multilingual online operations.
- A proven track record of successful website marketing management.
- Excellent organizational, project and time management skills as well as an analytical and commercial mindset.
- Experience in a Sportsbook, Casino and Poker.

Desired:

- Proficiency in writing skills
- Relevant work experience within the online gaming industry
- Bilingual (English plus Italian language)