



## Marketing Artworker / Designer

**Job title:** Marketing Artworker or Marketing Designer (dependant on experience)  
**Location:** Sofia, Bulgaria  
**Type:** Full-Time  
**Manager:** Head of Marketing Services  
**Department:** Marketing

### COMPANY PROFILE

GAN is an award winning global supplier of industry leading casino content, fast flexible gaming systems and turnkey social gaming. The company was founded in 2002 with the aim of capturing the emerging online skill-games market. Having led the market in backgammon and regional skill games in Italy and Spain, we broadened our product portfolio to offer a full gaming software system as well as becoming a leading developer of online casino games.

The company has strategically positioned itself in the US as a pioneer in this emerging regulated market. In New Jersey, we have partnered with Betfair to provide a real-money online gaming site since November 2013. In unregulated US states, we have developed an innovative, free-to-play casino to land-based casino operators seeking to monetise their large databases online. The first of these launched in April 2014 with the Foxwoods Casino Resort in Connecticut with 8 more launched up to date. GAN are excited by a busy pipeline of new casinos coming on board.

GAN listed on the London Stock Exchange in November 2013, giving us a solid foundation from which to exploit the emerging opportunities within both real money and simulated gaming. GAN is licensed and regulated in the UK, Europe and USA and works closely with regulatory authorities, government agencies and independent certification laboratories to ensure fairness and compliance with all applicable laws and regulations.

### JOB SUMMARY

GAN operates multiple highly trafficked gaming websites of both sides of the Atlantic, all with their own specific target customer segments, brand guidelines, promotional and communication strategies. To ensure we execute across all of these with creative panache and in multiple mediums, we are recruiting a Marketing Artworker or Marketing Designer.

The successful candidate will be responsible for developing creative design to support our marketing team's efforts. These will be across promotional and player communications campaigns, onsite content, digital advertising, new user conversion landing pages, social media and PR campaigns.

This position is ripe for someone looking to take the next step in their career and reports directly into Head of CRM.

### DUTIES & KEY AREAS OF RESPONSIBILITIES

- Support the Marketing Services Team developing the design to support the team's campaigns.
- Update the wider marketing team on latest design trends
- Email marketing design
- Website banners
- Website images



- Office marketing materials
- PowerPoint presentations
- Movie clips
- Mock-Up Design
- Template design

#### **MUST HAVE**

- At least 1-2 years of experience in a similar role
- Extensive knowledge of Adobe CS Suite.
- Mastery of graphic design software (i.e. Adobe Photoshop / Creative Suite, Illustrator, and InDesign)
- A good understanding of responsive design and know how everything translates from one device to another
- An ability to manage multiple projects at any one time to ensure stakeholders requirements are met
- Flexibility to meet the changing needs of the business

#### **NICE TO HAVE**

- Well acquainted with User Experience and Interface best practice methodologies and design.
- Experience using JIRA issue tracking and project management tools.
- Experience with HTML and CSS coding

**An engaging and impressive portfolio is absolutely essential to be considered suitable for this role**

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