



CRM MANAGER, SIMULATED GAMING (SOCIAL CASINO) JOB DESCRIPTION

EXTERNAL INFORMATION:

LOCATION: Tel Aviv, Israel

TYPE: Full-Time Position

REPORTS TO: Global Head of CRM
& Product Marketing

DIRECT REPORTS: Three

COMPANY PROFILE:

GAN Plc, a publicly traded company listed on the London Stock Exchange, is a leading business-to-business ("B2B") supplier of internet gambling software-as-a-service solutions to the online casino industry. The Company has developed a proprietary internet gambling enterprise software system, GameSTACK™, which it licenses principally to land-based US casino operators as a turnkey technology solution for regulated real-money internet gambling, encompassing internet gaming, internet sports gaming and virtual Simulated Gaming.

Our flagship clients in regulated, real-money gaming jurisdictions include Flutter (d/b/a FanDuel and Betfair), Parx Casino, Ocean Casino Resorts and JACK Entertainment. GAN also is proud to supply our Simulated Gaming services to more than 14 US casinos, including Winstar World Casino and Resort, San Manuel Casino, Stations Casinos, The Borgata, and others.

We have offices in the UK (London), US (California, Nevada, & New Jersey), Israel (Tel Aviv), and Bulgaria (Sofia) and we pride ourselves on the many industry awards we have picked up along the way – latterly for Casino Platform of the Year at the North America EGR awards in San Francisco.

TEAM OVERVIEW:

The CRM, Retention & Product Marketing team members located at the Tel Aviv, Las Vegas, New Jersey, London and Sofia offices and covers all those aspects for GAN and its corporate clients

JOB PURPOSE:

GAN is looking for an experienced CRM Manager to join our growing Marketing team. In this role you will manage and execute the Simulated gaming retention strategy.

DESCRIPTION OF JOB RESPONSIBILITIES:

- Planning and executing the CRM strategy (Retention and Monetization) for several Social Casino brands.
- Ensuring the CRM strategy is consistent and flawless.
- Constantly analyzing and optimizing CRM journeys to ensure continuous improvement and identifying future opportunities for growth.
- Understand player behavior, and create journeys that provide both excellent customer journey and positive ROI.
- Managing the global Social Casino CRM team
- Work closely with internal and external stakeholders to ensure engagement of customers with refreshing, perfectly executed campaigns and in relevant communication cycles



REQUIREMENTS:

- 4+ years' experience in a CRM position within the iGaming industry, focused on player/customer retention.
- Previous experience in marketing role with a proven track record of being able to implement a campaign strategy based on an understanding of customer needs, local habits, and customer profile.
- Must have the ability to drive results and be proactive.
- Great organization, planning and prioritization skills, with strong attention to detail.
- Experience with CRM tools - a must.
- English – mother tongue level.
- A Bachelor's degree from an accredited university is required.
- Prior supervisory or formal management experience – an advantage.
- Strong emotional IQ (EQ) and demonstrated ability to create relationships with new people quickly and easily and manage those relationships effectively over time
- Ability to thrive in a fast-paced, deadline-driven environment
- Self-motivated and solution-oriented
- Highly organized with strong attention to detail and follow-through
- Confident, strategic thinker
- Strong presentations skills
- Demonstrates ability to adapt to various Client corporate cultures
- Excellent oral and written communication skills
- Ability to plan strategically, but stay on top of tactical execution

TRAVEL REQUIREMENTS:

This role requires some travel, to different clients located in the US, as well as other GAN offices

WHAT WE OFFER:

- An opportunity to work in a multinational established company with a start-up feel
- Competitive total compensation package