



## CRM EXECUTIVE, RMG JOB DESCRIPTION

### EXTERNAL INFORMATION:

**LOCATION:** London, UK

**HOURS:** Likely to be 13:00-21.30 to accommodate US market

**TYPE:** Full-Time Position

**REPORTS TO:** CRM Manager, RMG

**DIRECT/IN-DIRECT REPORTS:** None

### COMPANY PROFILE:

GAN is a 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.

GAN Plc is a publicly traded company, 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. The company is a global SaaS provider of internet betting solutions for the casino industry.

GAN's flagship clients are market leading casino operations and best-in-class content development houses. GAN's Simulated Gaming social casino partners include WinStar World Casino, Station Casinos, The Borgata Hotel Casino & Spa, and San Manuel Indian Bingo and Casino

The company has strategically positioned itself in the US as a pioneer in this emerging regulated online gaming market. In New Jersey, we have partnered with FanDuel (PaddyPower Betfair) to provide a real-money online gaming site since November 2013. We've also launched an Ocean Resort Casino in July 2018, along with Parx Casino in both New Jersey and Pennsylvania in 2019.

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 Marketing Services team is split between the Las Vegas, New Jersey, London, and Sofia offices and is responsible for growing as well as supporting a number of simulated gaming and real money gaming marketing programs on behalf of our worldwide B2B partner casinos. The team is central to the global real money gaming and simulated gaming strategies.

### JOB PURPOSE:

GAN is looking for a CRM Executive to support our US based RMG player retention strategy in the development and execution of our CRM player retention & player re-engagement strategies for both Casino and Sports verticals. This role reports into the CRM Manager for RMG, and is central to the growth and revenue performance of our US RMG partners. The successful candidate will support a broad variety of campaigns aimed at improving the retention and re-engagement performance (ultimately affecting revenue) of the online RMG player life cycle across our US suite of real money gaming websites.



This position is ripe for someone looking to move into the exciting and highly innovative industry of iGaming, and take the next step in their career.

#### **DESCRIPTION OF JOB RESPONSIBILITIES:**

- We're numbers focussed and so will you be. Primarily, the CRM Executive, RMG will support the successful delivery of existing player revenue against set targets. Secondly, you will be responsible for player engagement KPI's for our broad customer base, including DAUs, conversion rates, GGR, NGR, Bonus/GGR %, retention, and churn rates.
- You will assist in the development of a tailored Player Relationship Management scheme through deep segmentation, predictive modelling, promotions application and communication strategies.
- You will be working alongside the Retention Team to execute omni-channel marketing campaigns through a variety of channels, such as Email, on-site popups, on-site ibnox messages, SMS & push messaging.
- You will ensure application of brand consistency across all marcomms
- You will provide a regular reports for all your retention and re-engagement marketing activity which demonstrates the business impact e.g. open rates, click through rates, ROI etc.
- Your primary focus will be on the US market, so a later working schedule (likely to be from 13.00 to 21.30 with 1 hour break, Monday to Friday) will be necessary.
- Other duties as assigned.

#### **REQUIREMENTS:**

##### ***Personal Skills:***

- Bright and willing to learn: We're looking for a hungry individual who wants to work in a team of iGaming digital marketing experts and learn the trade using cutting edge marketing tools;
- A clear and concise communicator;
- Able to demonstrate good business acumen;
- Educated to graduate level within a relevant area;
- Flexible to the changing needs of the business;
- Curious and willing to challenge the status quo – we're looking for future digital leaders and those with ambition.

##### ***Technical Abilities:***

- Digital tech-savvy: You will have an interest in marketing technologies and the emerging trends in their usage;
- Experienced in working with one of the following ESPs, Salesforce, Exact Target, Silverpop; Mailchimp or similar;
- Experience working with a CRM Tool (such as Salesforce Marketing Cloud, Optimove, or similar) not essential but highly regarded
- HTML experience not essential but highly regarded;
- Highly numerate with good proficiency in Microsoft Excel;
- Familiar with real money gaming models not essential, but highly regarded;
- Confident in presenting internally to stakeholders at all levels of the organisation.
- 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
- Excellent oral and written communication skills
- Ability to plan strategically, but stay on top of tactical execution



**WHAT WE OFFER:**

- An opportunity to work in a multinational established company with a start-up feel
- Competitive total compensation package
- 25 days annual holiday plus public holidays
- Contributory pension scheme (auto-enrolment) with a maximum company matching contribution of 3%
- Sports membership contribution, once eligible
- Private health insurance cover, employee funded, once eligible
- Various social events and monthly activities.