



## **CRM OPERATIONS COORDINATOR, SIMULATED GAMING (SOCIAL CASINO) JOB DESCRIPTION**

**LOCATION: Sofia, Bulgaria**

**TYPE: Full-Time**

### **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. The Company owns and operates GameSTACK™, a proprietary enterprise software system licensed to casino operators. GameSTACK™ is a turnkey technology solution for legal real-money internet casino games, online sports betting and virtual Simulated Gaming.

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, Turning Stone Online Casino, Twin River, Maryland Live! Station Casinos, JACK Entertainment Social Gaming, The Lady Luck Interactive, The Borgata Hotel Casino & Spa, San Manuel Indian Bingo and Casino, Empire City Casino, and Parx Casino.

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. We've also launched an Ocean Resort Casino in July 2018.

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.

### **JOB PURPOSE:**

GAN is looking for an experienced CRM Operations Coordinator to join our growing Social Casino Retention team. In this role you will play a pivotal part in executing the social gaming retention strategy.

The successful candidate will be an enthusiastic, motivated and confident developer who will work directly with key stakeholders and closely with cross functional development teams to deliver world-class apps, meeting the highest standards of technical certification that the industry requires.

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

- Responsible for the successful implementation, management and day-to-day operation of the CRM activities and automation systems



- Managing the operation of monetization activities within the game through the site's back office system: setting up promotions, controlling game features, creating pricing configurations, segmentation, prizes awarding, etc.
- Managing the operation of monetization activities outside the game: setting up ongoing and daily emails, in app messaging, push notifications, etc.
- Ensuring the CRM strategy is consistent, flawless with the best customer experience
- Constantly analysing and optimizing CRM journeys to ensure continuous improvement and identifying future opportunities for growth
- Work closely with internal and external stakeholders to ensure engagement of customers with refreshing, perfectly executed campaigns and in relevant communication cycles

### **REQUIREMENTS:**

**The ideal candidate must be enthusiastic about their job. They must also have the following qualities:**

- 1+ year experience in a CRM / online marketing position, focused on customer retention
- Highly attentive to details, thorough, responsible and punctual
- Strong computer skills, ability to learn and operate multiple applications
- Ability to work under pressure
- Experience with CRM tools – an advantage
- Great time management skills
- Strong problem solving/troubleshooting skills
- Proactive and creative with the drive to improve and continuously learn
- English proficiency both spoken and written
- A Bachelor's degree from an accredited university – an advantage

### **TRAVEL REQUIREMENTS:**

This role may require a small amount of travel to our offices in London.

### **WHAT WE OFFER:**

- An opportunity to work in a multinational established company with a start-up feel
- Competitive salary
- 25 days annual leave  
Additional health Insurance
- Sport cards (100 % company contribution)
- Gift Vouchers
- Refer A Friend bonus
- Home office – up to 1 day per week
- Flexible working hours
- IT conferences, Training courses and Professional Qualification, E-learning portals and Certification Programs
- Drinks and snacks in the office
- Charity campaigns, games, office events and team buildings
- Bonuses – performance based
- Regular performance assessment