

Retention Specialist – Sports and Casino

Purpose:

The Retention Specialist for Sports and Casino will be responsible for targeting and delivering content to customers as part of the Retention Marketing strategy. The role is for a Specialist Marketer who will create and publish daily content across all marketing channels including website, SMS, push notifications (Native and Browser) and particularly email to promote both Sports and Casino wagering or other required Retention metrics.

The successful candidate will use data delivery tools, Optimove, SendGrid, XtremePush, SBTECH CMS tools and segmentation / targeting criteria to provide customers with tailored real and relevant communications across multi platforms.

This role will work closely with the Support Agents, Liability Specialists, Content Marketers, the Divisional Manager of Retention Marketing and Head of Sportsbook. There may be an element of out of hours responsibilities depending on the marketing strategy and decided execution.

As content and copy generation will be a key aspect to the role, the applicant should be confident in their English copywriting ability and have a strong interest in a variety of Sports and good knowledge of Casino, with a high attention to detail to ensure the grammatical and statistical correctness of copy communicated to customers.

Duties include, but not limited to:

- Full responsibility of various (topical) and Terms & Conditions content areas displayed on the relevant websites.
- Experience in working with 3rd Party CMS system ensuring that the sports/casino offers on the mobile app/ mobile browser / desktop are executed correctly.
- Ensure website content is relevant, correct and timed according to events and market.
- Coordinate retention-marketing activities and convert into executable campaigns.
- Assist in the execution of Daily Deals for Casino.
- Full responsibility of timely delivery of retention campaigns.
 - Ensure Support is aware of campaigns executed by the Retention Marketing team.
- High attention to detail with regard to generating copy, execution of campaigns and settlement of offers.
- Liaise with and inform the Customer Support team of all in-play and Retention (Sports and Casino) initiatives being executed.
- Liaise with marketing teams to create relevant live, in-play sport offers and pre-game markets.
- Plan and execute the data/targeting element of live, in-play sport offers and markets based on specific customer segmentation, events and markets.



DIGITAL GAMING CORPORATION

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- Drive traffic back to the site / mobile device through the execution of web content, Push Notification and SMS campaigns based on the above customer segmentation, events and markets.
- Continuously optimize of campaigns through Ongoing optimization of campaigns on a 24/7 365 basis.

This job description is not intended to be an exhaustive list of responsibilities. The job holder may be required to complete any other reasonable duties in order to achieve business objectives.

Essential Criteria:

- Bachelor's degree in Marketing or closely related field.
- High level of knowledge and interest in sports.
- Interest and knowledge of casino.
- Experience working with 3rd Party CMS system(s).
- Strong English copywriting ability and detail oriented.
- Proficient in MS Outlook, MS Word, MS Excel.

Knowledge, Skills & Abilities:

- Work with and through people to building relationships and generate contact across a variety of teams.
- A proven self-starter, able to use their own initiative to initiate and drive projects and/or tasks to completion.
- Ability to deliver results within agreed timescales.
- Be persistent in problem solving, seeking solutions through the expertise of both self and others, researching the facts with care and resolving problems in a timely and thorough manner.
- Ability to create structure and work towards Standard Operating Procedures.
- Be firm and persistent when expressing views and provide thoughts and ideas to overcome problems once the situation has been properly debated.

Physical Demands:

While performing the duties of this job, the employee is:

- Regularly required to talk or hear.
- Required to sit for long periods and reach with hands and arms.
- Occasionally required to stand; walk.
- Occasionally required lifting up to 25 pounds.

How to Apply:

All applications need to be submitted via email to HumanResources@digitalgamingcorp.com

Please ensure you have attached an updated copy of your CV and a motivation letter supporting your application.

- *Note this role is based in Las Vegas, Nevada*

