



Digital Gaming Corporation (DGC) ROLE PROFILE GAMES SPECIALIST (US)

STRUCTURE	LINE MANAGEMENT RESPONSIBILITIES
Reports to: ➤	Direct reports: ➤

MISSION & PURPOSE

The Games Specialist role is a role that exists to ensure the successful delivery and distribution of the game's strategy and roadmap. You will be responsible for the overall games strategy and driving key strategic projects across the business to ensure we maximise revenues with our customers.

You are a games subject matter expert and will be responsible for making important recommendations and final decisions around roadmaps, distribution, promotions and customer engagement.

This role is also responsible for ensuring all concepts and ideas relating to existing and or new content are investigated with the view of submitting recommendations that align with the overall content strategy for DGC.

KEY RESPONSIBILITIES & DELIVERABLES

- Responsible for the game's strategy and roadmap.
- Responsible for coordinating game releases and managing the delivery of the game's roadmap.
- Responsible for 'selling' and evangelising the content roadmap to the customers as well as offer advice and support to the customers on how best to promote the DGC content.
- Identify suitable opportunities for casino game upsell (new & existing content) across all product verticals and deliver on those opportunities.
- Analyze game performance and provide feedback on game uptake, performance, quality, in-game features as part of the feedback loop with the business.
- Understand customer requirements in respect of games content and as well as pro-actively understand market trends, industry competitors, news and changes that may offer insight or competitive advantage.
- Develop and maintain strong relationships with internal and external stakeholders through service delivery and professionalism.
- Contribute new ideas on how to improve the DGC offering by proactively sharing knowledge of industry competitors, product & market developments with the business.



SKILLS COMPLEXITY AND CREATIVITY

- Demonstrate a clear knowledge of how to generate results in a complex commercial environment.
- Have a passion for iGaming content with specific expertise in online casino games including a deep understanding of how and why games are successful.
- Experienced at effective client management at senior level.
- Analytical with the ability to think strategically.
- Ability to build strong relationships and communicate effectively.
- Ability to present, communicate and influence in a credible and impactful manner.

EXPERIENCE, EDUCATION, TYPICALLY

- 5+ years' experience within the e-gaming industry in a similar role ideally within a B2B or game studio environment with a track record of high performance.
- Previous experience of managing customers and increasing revenues.
- Proven track record in coordinating internal departments and resources to solve complex customer support or implementation problems.
- Demonstrate an ability to build and sustain relationships at any business level.
- University Degree educated.
- Must understand the concepts of game development Life cycle
- Experience analysing data and trends.
- Demonstrate strong strategic thinking and problem resolution skills.
- Bring fresh and innovative ideas to the team, using out-the-box thinking to achieve results