

Brand Marketer

Purpose of the Role:

Reporting into the Head of Operations, this newly created role focuses on end-to-end campaign management and driving brand awareness.

In this role we're looking for a self-motivated and dynamic individual who loves all things brand. If you're the type of person who lives and breathes campaigns, storytelling and customers, understand the importance of having a brand voice and know all about the value of campaign marketing, then this is the role for you.

Duties include, but not limited to:

- In collaboration with State Manager(s) conceptualise, execute and manage marketing campaigns for the brand/product to drive customer loyalty and retention, as well as support new competition launches.
- Develop and execute against a marketing calendar to achieve business objectives as outlined by State Manager(s).
- In conjunction with State Manager and other Key Stake holders strategize around how to best market new state and/or competition launches and create innovative marketing strategies to promote our brand/product.
- Campaign Management:
 - Develop promotional activities to increase product growth, including but not limited to selecting weekly matches from each major US sports leagues e.g. NFL, NBA, MLB and developing them into a weekly competition.
 - Develop and execute upon campaign marketing content, e.g. email campaigns for upcoming competitions, cross-sell campaigns, etc.
 - Patron lifecycle tracking, journey creation and ongoing campaign optimisation. Inclusive of measuring the results of your work, and feeding the learnings into future campaigns/activity.
 - Work closely with our Design Studio and Loyalty Specialists to produce high quality campaign content and creatively determine how this is delivered whilst remaining relevant and on-brand
 - Gain an understanding of our customers, identifying customer/market trends and ensure we are communicating the right messages, to the right customers, at the right time.
 - Take responsibility for overall brand content, ensuring brand consistency across all marketing activities.
- Support the State Manager(s) and other Key Stake holders in the future development of our brand/product strategy.
- Become our brand advocate. You'll be the voice behind the brand and help us to refine and communicate our mission and vision.

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.

- A minimum of 2 years' marketing experience, preferably with a focus on campaign marketing and brand management.
- Relevant degree/diploma e.g. a Bachelor's Degree in Marketing.
- Experience in conceptualising and developing campaign messages and/or content.

Desirable Criteria:

- Previous experience using the FanHub CMS would be advantageous.
- Experience using Optimove/Optimail or SendGrid would be advantageous.
- Previous experience working within the fast-paced iGaming sector would be ideal.

Person Specifications:

- Accountability and Execution
- Adaptability/Flexibility
- Resilient
- Self-Starter
- Planning & Organizing
- Collaborative Relationships
- Influences effectively
- Attention to detail
- Team Orientation
- Decision Making

How to Apply:

All applications need to be submitted via [Workday](#)

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

- *Note this role is based in Cape Town, South Africa.*