

## State Manager

### Purpose:

Digital Gaming Corporation (DGC), under the globally recognized Betway brand, will offer customers, across multiple States, the ability to place bets and wager via online web and mobile application, using some of the most established Sports Betting and iGaming software and products available.

While there are commonalities across all US states, each state has its own Market Access partner, regulations, rules, local culture, local happenings, sporting preferences and team allegiances, media, and sponsorship opportunities etc. Each state will require specific focus to ensure DGC is achieving to the maximum with all opportunities.

Reporting to the Vice President of DGC - Betway North American Operations we are looking to strengthen our team with the key position of an additional State Manager.

### Duties include, but not limited to:

- **Key Responsibilities -**
  - Accountability for the effective oversight of all strategies, procedures, practices, and deliverables that serve to the optimization of the State.
  - Working in alignment with the Product and Delivery team, ensuring;
    - All required facets necessary for driving value are anticipated
    - Appropriate ownership of all aspects is maintained
    - Optimal strategies are agreed and implemented
    - Effective execution of all tasks is delivered
  - Working closely with multiple teams and stakeholders across the business, ensuring consistent and effective strategies are agreed and implemented at the local market level.
  - Responsible for the end to end setup and roll out of new focused market projects
- **Strategy and Performance**
  - In coordination with key stakeholders, this role is responsible for overseeing the development and execution of the state's growth and marketing strategies.
  - Monitor and analyze state KPIs and metrics, react swiftly to under performance and confirm relevant actions for optimization.
  - Be the owner and driver of Regulatory Compliance and Responsible Gaming Policy excellence for your state.
  - Proactively seek out opportunities that will help grow and benefit the business.
  - Manage and drive performance for your state(s) and work closely with other internal teams to influence and drive activities.
  - Work with key business stakeholders to develop an effective and strategic budget to drive growth in the market leveraging your experience and local state knowledge.



DIGITAL GAMING CORPORATION

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- Managing and driving 'performance to budget' for your state and working closely with other internal teams to influence and drive activity.
- **Reporting**
  - Responsible for generating and presenting a monthly performance review of the state to key stakeholders and business.
  - Responsible for ensuring the reporting across the business for your state is accurate and consistent.
  - Implement efficient internal reporting processes between departments to ensure good flow of necessary information and results across multiple teams and stakeholders
- **Marketing**
  - Working with business stakeholders, develop, manage, and drive the multi-channel marketing strategy across digital and offline channels, to achieve maximum performance.
  - Execute annual, quarterly, and monthly planning sessions with multi-channel stakeholders to ensure alignment of activation.
  - Work with the brand marketing team to develop a relevant strategy for the brand and ensure a consistent brand marketing strategy is delivered at local market level.
  - Ensure that all digital inventory and online properties are up to date and displaying the best possible content for the local market.
  - Work with promotion and CRM teams to ensure that each phase of the player lifecycle is optimised and covered with relevant promotional initiatives.
  - Reviewing and pushing for the optimisation of various customer journeys that exist across all platforms for your region.
- **Product, Stakeholder Management & Influencing**
  - Develop close working relationships with all relevant stakeholders across the business
  - Lead collaboration with other key stakeholders to align on methodology, systems, processes, and marketing initiatives.
  - Provide the business and other key stakeholders with local state insights to continually improve and adjust our strategy, delivery, and execution of activity in the focus states.
  - Work closely with key business stakeholders, leveraging your expertise and market knowledge to influence the product development roadmaps for your focus region.
  - Work with teams to drive constant improvements to the core product offering.
  - Continually refresh your knowledge of both best in industry and best in market product developments, as well as changes to the compliance landscape in your state, to ensure we consistently deliver best of breed products as well as customer experience, in a compliant and responsible fashion.

*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.*



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## Essential Criteria:

- Relevant tertiary qualification or equivalent experience.
- Minimum 2 years related work experience.
- Currently Residing in the US.
- Demonstrates consistent behaviour aligned to DGC's High-Performance Culture.
- Proven ability to effectively engage with stakeholders at every level of the organization.

## Knowledge, Skills & Abilities:

- Proven experience and ability to work with data and analysis thereof.
- Outstanding communication and presentation skills.
- Experience documenting requirements and processes.
- Ability to demonstrate problem solving skills whilst remaining commercially focused.

## 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 [Melinda.Tarbock@digitalgamingcorp.com](mailto:Melinda.Tarbock@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 the USA.*