

## Senior Regional Brand Manager

### Purpose:

The Senior Regional Brand Manager will report into the Head of 3rd Party and be responsible for Betway's US development, activation and management of the localized brand strategy and communication plan across the US, in collaboration with other channel teams, internal stakeholders, and external agency partners.

They will be responsible for driving the growth of the brand through the creation and implementation of innovative brand campaigns and initiatives, as well as localization of global assets, to drive awareness, preference and customer engagement. As part of the brands growth in market, they will be responsible for building and lead a team in New York, ensuring they maximize every opportunity to promote the brand in an authentic and responsible manner.

### Duties include, but not limited to:

- Development and delivery of the US brand strategy
- Lead the media planning across all core brand channels in partnership with the media agency
- Lead the roll-out and development of the creative platform across all brand media channels
- Oversee the production of creative campaigns across all brand channels, ensuring alignment and consistency with the over-arching creative platform, tone of voice and brand proposition.
- Conduct research and local insights initiatives to inform strategic plans (to help identify customer needs, market opportunities and understand consumer attitudes toward the brand and the competition)
- Ensure local insights relevant to the market are leveraged across the comms and campaign assets
- Participating in cross-agency and cross-department collaboration and planning meetings
- Stakeholder management (external agencies, internal marketing channel teams, internal Country Management teams and senior management).
- Ownership of the brand budget (media and creative), including reporting, reconciliation and day-to-day finance tasks
- Guardianship of the brand across all marketing channels and customer touch points (visual identity, messaging, brand experience and general alignment/consistency).
- Champion the brand across the business and ensure that all activity is aligned with compliance standards / guidelines.
- Regular reporting (performance KPIs, media delivery/optimization, brand tracking).
- Support the wider marketing team in setting annual targets and objectives for the market

*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.*



DIGITAL GAMING CORPORATION

info@digitalgamingcorp.com  
www.digitalgamingcorp.com/betway

Suite 370,  
3753 Howard Hughes Parkway,  
Las Vegas, Nevada, 89169

## Essential Criteria:

- Relevant tertiary qualification in Marketing and or any other closely related fields
- Experience from a sports and/or betting background (Advantageous)
- Experience working in the US Market
- Demonstrated Project Management experience within same/ similar role
- Passion for sports
- Good copywriting skills
- Speaking a second language would prove (Advantageous)

## Knowledge, Skills & Abilities:

- Proven experience in brand strategy development
- Experience of media planning/buying
- Experience of managing through-the-line creative advertising campaigns (from initial concept to execution)
- Experience of working in an innovative brand team and managing a brand communications strategy
- Experience of working across multiple territories and localising campaigns to meet various regulatory or state requirements
- Ability to influence and manage stakeholders (both external agencies and internal teams)
- Experience of managing a team and being able to delegate and mentor effectively
- Ability to strategically lead a team and external partners
- Experience of working in a multi-channel environment
- Experience of managing a marketing budget with a key focus on ROI
- Excellent planning and organisation skills
- Team player with a record of managing campaigns for a customer driven business
- Creative spirit with an element of entrepreneurialism (we are a constantly changing and dynamic business)
- Ability to constructively challenge current thinking in a manner that pushes the boundaries and creates long term competitive advantage
- Energy and the ability to support innovation and change
- Strategic thinker with the ability to influence peers and stakeholders across the organisation
- Ability to work in a fast-paced environment and have oversight across multiple projects simultaneously
- Ability to maintain effective performance in sometimes stressful and demanding situations
- Numerical with good analytical skills
- Organised and methodical approach
- Excellent communicator, both verbal and written
- Enthusiastic and passionate about brand values
- Consumer awareness and passion for meeting their needs



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## 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 New York, USA.*