

User Acquisition Coordinator

Purpose:

Reporting into the Head of 3rd Party, the User Acquisition Coordinator will be responsible for managing the performance of the Group's mobile organic and paid media campaigns across mobile & tablet as well as a small number of some of key affiliate partners.

Duties include, but not limited to:

- The setting up & management of Betway's app marketing campaigns
- The optimisation & monitoring of campaign KPIs. Ensuring performance targets are met & spends are in-line with budgeted amounts
- The management of creative assets, insertion orders, campaign variables in advance of campaign launches
- Responsibility of reporting campaign performance and ROI in line with the channel's goals and KPIs, on a weekly/monthly basis
- Supporting the User Acquisition Manager in media planning, campaign troubleshooting and billing process
- Building on & growing the relationship with both our existing and new media partners
- Contributing to & participating in regular QBRs (Quarterly Business Review) with your network/partner, including the management of the agenda & follow up actions.

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:

- Relevant tertiary qualification in Marketing and or any other closely related fields and or equivalent experience
- Relevant professional experience, preferably in bid management, campaign management, or digital operations
- Expert knowledge about the mobile advertising space and the mobile app market
- Strong experience running and optimizing successful Brand and Performance mobile and affiliate campaigns in a competitive sector
- Experience on ASO across both App store and Google Play
- Direct hands-on experience with mobile advertising platforms like Apple Search and Google Ads as well as app tracking solutions (Appsflyer)
- Highly numerate and analytical with ability to discover valuable insights from data sets and take initiative
- Strong user of Excel as well as fully conversant with other Microsoft office applications and emails



DIGITAL GAMING CORPORATION

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- Good understanding of budget and billing/invoicing management

Knowledge, Skills & Abilities:

- Understanding of the sports landscape in the US
- Excellent communication skills, including the ability to engage stakeholders and build strong working relationships
- Experience working with multiple stakeholders and meeting tight deadlines
- Worked across different digital marketing platforms
- A desire to do both strategic planning and daily execution/optimization
- Experience working across international markets
- Knowledge in ad-serving and tagging
- Either experience in programmatic space or ASO and mobile app install campaigns is a plus
- Experience with Facebook, Snapchat & Twitter advertising platforms
- Understanding regarding regulations of gambling in the US

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

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.*