CRM Manager

Number of Posts: 1
Contract Type: Fulltime, indefinite

Job description

• Comes with a slight (but hard-earned) fear of hitting the Send button.
• Build and manage emails, SMS, push notifications, on-site notifications and other multi-channel communications.
• Experience with creating user journeys, lifecycles, and automation campaigns.
• Lead player communication, relationship management, and retention strategy.
• Experience segmenting, cleaning, and managing lists.
• Experience with analyzing data, extracting useful insights, and improving campaigns and automation’s performance.
• Collaborates well with others from strategy to execution and “gets” the strategy behind the sends.
• Self-starter, project owner to build, troubleshoot, send, and report on campaigns
• Is eager to learn what the new capabilities and trends are in the email marketing and CRM
• Continuous and consistent testing, learning, and optimisation in order to maximise consumers’ lifetime value, oversee the creation of models against lifetime value, retention, churn, and promotion programs.
• Conduct Ongoing reporting of CRM performance for the purpose of realising recommendations for future CRM campaigns, and provide business-wide consumer analytics and behavioural reporting

Requirements

• 5+ years of experience in CRM marketing, demonstrated a substantial knowledge in CRM segmentation, campaign management, offer management, and email marketing.
• Strong data analytical skills coupled with project management and planning skills.
• Excellent problem-solving skills and a team player.
• Has experience working with Google Analytics.
• Prior experience with Fast Track is an advantage.
• Prior experience working in the iGaming and/or ecommerce sector.
• Attention to detail and ability to multitask.
• Excited by improving Digital Marketing skills and upskilling on new opportunities.

Training provided: Yes

Any assistance with accommodation/relocation: Refundable flight and first week accommodation

Any other benefits

• Gym Membership.
• Private Health Care.
Vacancy additional information

- Visa Assistance.
- Parking Facilities.
- Regular Social Events.
- Daily Fresh Fruits and Snacks.
- Cuddles with the Office Dogs.
- Growth possibilities within the company.

Salary: €40,000

How will the interviews be held
In person or via Zoom

To apply
CVs and a covering email are to be sent by email to eures.recruitment.jobsplus@gov.mt and should be written in English. Please quote the vacancy name and number in your email.

Additional Info here (vacancy name and number)