



STM Consulting is hiring!

STM Consulting is a leading provider of tailored services for the iGaming industry. With a focus on innovation and client success, we offer a comprehensive suite of solutions including managed services, digital marketing, graphic design, content creation, consultation, and a robust iGaming platform.

Our experienced team brings together industry expertise, cutting-edge technology, and a collaborative approach to help operators thrive in a competitive market. Whether it's optimizing player acquisition, enhancing customer support, or driving brand visibility, STM Consulting delivers exceptional results, tailored to meet the unique needs of each client. With a proven track record, global reach, and a passion for excellence, we are the trusted partner to elevate your iGaming operations to new heights of success.

JOB TITLE	Online Marketing Executive
DEPARTMENT	Marketing Department
JOB LOCATION	Mauritius, Jin Fei
LOCATION TYPE	Hybrid
EMPLOYMENT TYPE	Permanent
WORKING HOURS	09:00 – 17:00 – Monday to Friday
CLOSING DATE	08 TH December 2024



Job Overview:

We are looking for a dynamic and results-driven **Online Marketing Executive** who has a strong understanding of the online marketing industry. As part of our marketing team, you will help in developing, executing, and optimizing online marketing campaigns that drive traffic, customer acquisition, and engagement for our online gambling platform. This role requires creative thinking, data-driven strategies, and a passion for the evolving digital marketing landscape within the gambling sector.

Key Responsibilities:

- **Implement Marketing Campaigns:** Participate in creating and execute effective online marketing strategies and campaigns aimed at increasing brand visibility, driving traffic, and maximizing conversions for online gambling products.
- **Digital Advertising:** Help to manage and optimize paid advertising campaigns across Google Ads, social media platforms, and gambling-specific ad networks. Monitor ad performance, test new strategies, and adjust budgets for maximum ROI.
- **SEO & Content Strategy:** Brainstorm in the development and help in the execution of an SEO strategy to ensure the website ranks high for relevant gambling-related keywords. Work with content creators to produce engaging and informative content that drives organic traffic.
- **Affiliate Marketing:** Use negotiation skills to grow affiliate marketing partnerships, working with affiliates to develop and track promotions that generate traffic and new customer sign-ups.
- **Social Media Management:** Help manage and grow our social media presence on platforms like Facebook, Instagram, Twitter, and TikTok. Assist in creating content, scheduling posts, and engaging with followers to drive brand awareness and customer loyalty.
- **Data Analysis and Reporting:** Regularly analyze campaign performance, customer acquisition costs, and other KPIs. Use insights to adjust campaigns, optimize customer acquisition, and improve overall marketing effectiveness.
- **Brand Positioning and Awareness:** Work to establish and maintain the brand's presence in the competitive online gambling market. Coordinate promotional activities and ensure messaging resonates with target audiences.
- **Compliance:** Ensure all marketing campaigns adhere to legal and regulatory requirements of the online gambling industry, including responsible gaming and regional advertising restrictions.
- **Customer Engagement:** Help coordinate promotional offers, bonuses, and loyalty programs to keep existing customers engaged and attract new ones. Assist with responding to customer inquiries related to promotions and campaigns.
- **Collaborate with Cross-Functional Teams:** Work closely with the creative, product, CRM and customer support teams to ensure marketing materials and customer-facing content are aligned with brand values and offer a seamless user experience.



Required Skills & Qualifications:

- **2+ years of experience** in online marketing, preferably within the **online gambling or gaming industry**.
 - Proficiency in **Google Ads, Facebook Ads Manager**, and other digital advertising platforms.
 - Experience with **SEO** and content marketing, with the ability to drive organic traffic.
 - Knowledge of **affiliate marketing** and managing affiliate relationships.
 - Strong data analysis and reporting skills, with proficiency in **Google Analytics** or similar tools.
 - **Understanding of gambling regulations** and marketing compliance in different regions **will be a Plus**.
 - Ability to adapt quickly to changing trends in digital marketing and the online gambling sector.
 - Excellent **written and verbal communication** skills.
 - Strong attention to detail, with the ability to manage multiple projects simultaneously.
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Preferred Qualifications:

- **Bachelor's degree or Diploma** in Communication, Marketing, Digital Marketing or any related field is a plus.
 - Experience in **sports betting, casino games**, or other gambling verticals.
 - Familiarity with **CRM systems** and **email marketing platforms**.
 - Knowledge of **conversion rate optimization (CRO)** and landing page optimization.
 - Experience with **affiliate networks** and managing partner relationships.
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What We Offer:

- Competitive salary and Quarterly performance-based bonuses.
 - Opportunity to work in a fast-paced and growing industry.
 - **Comprehensive training** and mentorship from senior marketing professionals.
 - A dynamic, collaborative work environment with a focus on innovation.
 - **Health and wellness benefits**, plus other employee perks.
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If you are a creative, results-oriented marketer with a passion for the online gambling industry, we want to hear from you. Apply today and join our team!

Please send your CV and Motivation Letter to: recruit@stmconsulting.io

Learn more about our company: <https://www.stmconsulting.io/>