



### **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.

<b>JOB TITLE</b>	CRM Executive
<b>DEPARTMENT</b>	CRM Department
<b>JOB LOCATION</b>	Mauritius, Jin Fei
<b>LOCATION TYPE</b>	Hybrid
<b>EMPLOYMENT TYPE</b>	Permanent
<b>WORKING HOURS</b>	09:00 – 17:00 – Monday to Friday
<b>CLOSING DATE</b>	05 <sup>th</sup> January 2025



### **Job Overview:**

As a CRM Executive in the gaming industry, you will play a crucial role in optimizing customer relationships and driving engagement for our online gaming, casino, and sports betting platforms. Reporting directly to the CRM Manager / COO, you will be responsible for implementing effective customer retention strategies, executing targeted campaigns, and leveraging data-driven insights to enhance the overall player experience. This position requires a deep understanding of the online gaming industry, exceptional communication skills, and a passion for delivering outstanding customer experiences.

### **Key Responsibilities:**

- Execute end-to-end CRM campaigns, including planning, content creation, audience targeting, scheduling, and reporting.
- Ensure that all promotional mechanics are done in an error-free environment.
- Collaborate with internal stakeholders, such as marketing, product, and analytics teams, to align CRM activities with broader marketing initiatives and business objectives.
- Continuously test and optimize campaign elements (subject lines, messaging, creatives, etc.) to improve open rates, click-through rates, and conversion rates.
- Monitor campaign performance, analyze key metrics, and provide regular reports to the CRM Manager, offering actionable insights and recommendations for improvement.
- Making sure to minimize bonus abuse and promotion efficiency by consulting multiple report sources such as (but not limited to), Power BI, S3 Bucket, Back Offices, etc....
- Work with the COO/CRM Manager and other stakeholders to launch properly player journeys.
- Execute different kinds of campaigns which are not limited to Email, SMS, Web Push, etc...
- Excels in manipulating and understanding the different Marketing Tools
- Ability to manage and update onsite pages, promotional pages, banners and Terms & Conditions and other content for the different sites.
- Utilize CRM and analytics tools to extract actionable insights from player data, including behavioral patterns, preferences, and trends.
- Generate regular reports on campaign performance, player segmentation, and customer engagement metrics.
- Conduct A/B testing and analyze results to enhance targeting strategies, optimize content, and improve overall campaign effectiveness.
- Ability to produce reports (Daily, Weekly and/or Monthly) to show or deduct any issues & performance to the CRM Manager & COO
- Ensure compliance with relevant regulations and industry guidelines, such as responsible gaming policies and data protection regulations.
- Stay updated with industry trends, regulatory changes, and best practices to ensure ongoing compliance and incorporate them into CRM strategies.
- Tackles complaints from internal and external customers within an agreeable SLA.
- Ad-hoc requirements as requested by the business.

**Required Skills & Qualifications:**

- Experience in working with different CRM products
  - Have a solid knowledge of Customer Retention and Conversion
  - Experience working with high-volume processes
  - Strong personal commitment to the delivery of excellent customer service
  - Can work in a fast-paced environment, under pressure, and with other employees
  - Experience working in the gaming industry, specifically online gaming, casino, or sports betting.
  - Proven experience in CRM or marketing roles, preferably with a focus on customer retention and engagement.
  - Strong analytical skills with the ability to extract insights from data and translate them into actionable strategies.
  - Familiarity with CRM tools and platforms
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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.
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**Personal Qualities:**

- Ability to remain calm and professional in stressful situations
  - Ability to multi-task & prioritize, with strong organizational
  - Ability to work weekends and overtime as required
  - Excellent oral and written communication skills
  - Excellent technical and presentation skills
  - Self-motivated team player with a collaborative and consultative style
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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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Please send your CV and Motivation Letter to: [recruit@stmconsulting.io](mailto:recruit@stmconsulting.io)

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