

### 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
<b>Based In</b>	Ebene, Mauritius
<b>Location Type</b>	Hybrid
<b>Duration</b>	Permanent
<b>Hours</b>	10:00-18:00 - Monday to Friday
<b>Closing Date</b>	30 <sup>th</sup> June 2025

**Role Overview:**

Optimizing customer relationships and driving engagement for our online gaming, casino, and sports betting platforms. Is responsible for executing effective customer retention strategies, targeted campaigns, and leveraging data-driven insights to enhance the overall player experience, while ensuring compliance with industry regulations. This position requires a deep understanding of the online gaming industry, exceptional communication skills, and a passion for delivering outstanding customer experiences.

**Key Responsibilities:****Campaign Planning and Execution**

- Execute end-to-end CRM campaigns, including planning, content creation, audience targeting, scheduling, and reporting.
- Ensure all promotional mechanics are error-free and compliant with company standards.
- Collaborate with internal stakeholders such as Marketing, Product, and Analytics teams to align CRM activities with broader marketing initiatives and business goals.
- Launch and manage various player journeys in coordination with the CRM Manager and other teams.
- Execute campaigns across multiple channels, including Email, SMS, Web Push, and others.
- Credit player accounts with cashback, bonuses, and rewards following established standard operating procedures.
- Manage and update onsite pages, promotional banners, Terms & Conditions, and other content across different sites.

**Campaign Optimization and Performance Analysis**

- Continuously test and optimize campaign elements such as subject lines, messaging, creatives, and timing to improve open rates, click-through rates, and conversions.
- Monitor campaign performance metrics, analyze results, and generate regular reports (Daily, Weekly, Monthly) for the CRM Manager.
- Use CRM and analytics tools to extract actionable insights from player data, including behavioral patterns, preferences, and trends.
- Conduct testing to refine targeting strategies and enhance overall campaign effectiveness.

**Data Management and Compliance**

- Ensure the accuracy and integrity of player data used for campaigns and analysis.
- Minimize bonus abuse and promote promotion efficiency by consulting multiple reporting sources such as Power BI, S3 Bucket, Back Office systems, etc.
- Ensure all activities comply with relevant regulations, industry guidelines, responsible gaming policies, and data protection laws.

- Stay updated on industry trends, regulatory changes, and best practices, and incorporate these into CRM strategies.

### **Customer Service and Ad-hoc Support**

- Tackle internal and external customer complaints within established SLAs.
- Support ad-hoc business requirements as needed, providing timely and effective solutions.

### **Additional Responsibilities**

- Demonstrate proficiency with various marketing tools and platforms, ensuring effective manipulation and understanding different systems.
- Provide insights and recommendations based on campaign data to improve future initiatives and customer engagement.

### **Candidate Profile:**

#### **1. Required Qualifications and Experience:**

- Proven experience with various CRM platforms and tools.
- Demonstrated success in CRM or marketing roles, focusing on customer retention and engagement.
- Strong analytical skills with the ability to interpret data and develop actionable strategies.
- In-depth knowledge of customer retention and conversion techniques.
- Experience managing high-volume processes efficiently.
- Excellent customer service orientation and commitment to delivering quality support.
- Ability to thrive in a fast-paced, dynamic environment, working effectively under pressure.

#### **2. Preferred Qualifications and Experience:**

- Bachelor's degree or Diploma in Communication, Marketing, Digital Marketing or any related field is a plus.
- Previous experience within the online gaming, casino, or sports betting industry, or alternatively, in a high-standard, customer relationship-focused environment or sector.

#### **3. Key Skills:**

- Demonstrates a high level of professionalism and composure, maintaining a calm and focused demeanor in high-pressure or stressful situations to ensure effective decision-making and problem resolution.
- Exceptional organizational abilities, with a proven capacity to manage multiple tasks simultaneously, prioritize effectively, and meet tight deadlines without compromising quality.

- Demonstrated experience working within an agency environment in a similar role, showcasing adaptability, client management skills, and a thorough understanding of industry best practices.
- Outstanding oral and written communication skills, with the ability to convey complex ideas clearly and persuasively to diverse audiences, including stakeholders and team members.
- Strong technical proficiency complemented by excellent presentation skills, enabling the delivery of compelling reports, proposals, and strategic recommendations.
- Self-motivated and proactive team player, committed to collaborative success, with a consultative approach that fosters positive working relationships and encourages knowledge sharing.

**What We Offer:**

- Competitive compensation packages and comprehensive benefits.
- The chance to thrive in a fast-paced, rapidly expanding industry.
- A vibrant, collaborative, and welcoming work environment that emphasizes innovation and business growth.
- Ongoing learning, professional development, and clear career advancement opportunities.

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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/>