

We are currently looking for a **Marketing Agent** position to work in a fast-moving iGaming environment, where the main goal is to optimize player loyalty according to the needs of our online customers and coordinate with main affiliates.

Your challenge

As Marketing Agent on CRM & Affiliates scope, your challenge will be to manage the operational set-up of the CRM & Affiliates strategy. To perform this mission, you will need to:

- Work closely with the technical teams to implement the CRM tool.
- Identify player segments and create tailor-made mailings.
- Create a marketing plan based on the CRM needs and take charge of the creation of the scenarios present in this plan.
- Actively solve any possible problems during the development of the marketing plans.
- Take responsibility for the delivery of the scenarios within the foreseen deadline and its implementation via the various means of communication available in the CRM tool.
- Develop multichannel campaigns (email – SMS – bannering, etc.).
- Perform a regular follow-up and respond to the questions of the customer service department.
- Assure the reporting of the results generated by the CRM campaigns and offer propositions to optimize these results.
- Set up A/B testing and perform ongoing assessments.
- Coordinate and articulate with CS team, according to its needs.
- Assure a regular reporting about the progress of the various CRM projects.
- Affiliates deals evaluation and establishment (Rev Share, CPAs, Media deals, etc.).
- Affiliate deals activation (Rev Share, CPAs, Media deals, etc.)
- Affiliate marketing and promotional tools/creatives coordination.
- Coordination with International Affiliate Management.
- Affiliates performance and cost follow-up, (especially PT).
- Monthly affiliates reporting.

Your talents

- Analytical skills – Organized – Reactive
- You have a degree in marketing, communication or web strategy and have already had the opportunity to develop your skills in marketing project management (at least 2 years) and/or customer loyalty/retention.
- Any experience in customer retention is a serious asset.
- You are English and Portuguese proficient and have excellent spelling and writing skills in these two languages.
- You are a good communicator and like to work in a group due to your excellent interpersonal skills, both with your colleagues and the management. You are able to get results thanks to your organizational skills and your sense of diplomacy.
- Your previous employers have recognized your capacity to manage your stress levels. Your analytical skills and intelligence allow you to understand a situation and find adequate solutions.
- You like to be efficient, show initiative and are solution/result oriented.
- You are resourceful, know how to work on your own and are at ease with various IT tools, especially Outlook, Word, Power Point and Excel.
- Experience with CRM software and a basic knowledge of HTML are an asset.

Our offer

- An enriching and valuable experience in a playful sector!
- A full- time contract, with an attractive and dynamic salary package to match your talents and investment.
- A training with professional and passionate colleagues in a fun and challenging environment.
- An experience in a company that is in full expansion and ambitious about its development.

If you are interested and think you match this profile, please send your CV to

info.online@estorilsoldigital.com