

# Greece Jobs Expertini®

## Marketing Manager

Apply Now

Company: Ginbits

Location: Athens

Category: other-general

We are **tech & marketing international hub** and we have been doing our magic in the **iGaming industry** for the last 15 years.

### Would you like to join the team?

We are cultivating an agile and highly collaborative work environment. We operate in a flat structure and everyone is encouraged to throw ideas to the table. We are currently looking for a passionate **Marketing Manager**, with a primary focus on **B2C** side of our business.

### So, what's the quick Job Overview?

We are seeking a highly skilled and experienced Marketing Manager to join our dynamic team. As a **Marketing Manager**, you will be responsible for developing, implementing, and managing marketing strategies, as well as managing and expanding affiliate and media partnerships. This role involves travel to various affiliate marketing conferences worldwide. The successful candidate will be an integral part of the marketing team of a company listed on the **London Stock Exchange** (LSE).

### Requirements

The right candidate should bring to our remote delivery-focus team:

Successfully completed a degree in a relevant field (business administration, marketing/communications/PR)

previous experience in marketing will be considered a plus

Digital Marketing Acumen: Comprehensive knowledge of digital marketing channels, affiliate marketing, and customer relationship strategies.

Analytical Prowess: Exceptional skills in data analysis and reporting, capable of generating actionable insights to guide strategic decisions.

Communication and Networking: Excellent communication skills, with the ability to build and maintain valuable partnerships.

Innovation and Strategic Thinking: Creative and strategic mindset, adept at identifying new marketing opportunities and positioning strategies.

Independence and Initiative: Ability to work autonomously, taking initiative in a lean team environment, directly reporting to the Upper Board of Strategy (UBOS).

an exceptional eye for digital marketing opportunities in the online entertainment sector

a perfect command of English, both spoken and in writing is required

## **Key Responsibilities**

### **Primary (B2C):**

Marketing Strategy Execution: Develop and implement comprehensive marketing strategies to increase brand visibility and attract new players.

Performance Tracking: Directly analyze performance across all marketing channels, utilizing data to produce detailed reports on player engagement and quality. Your insights

will drive the continuous optimization of our marketing efforts.

**Affiliate Management:** Take charge of affiliate partnerships, supplying them with the necessary tools and resources while fostering strong, productive relationships.

**Business Development:** Establish new marketing partnerships and opportunities.  
Expand our network and enhance the brand's visibility

**Customer Feedback:** Monitor and address customer feedback and product issues, ensuring swift communication and resolution.

## **Secondary (B2B):**

**Media Partnership Management:** identify new customer opportunities for the media assets owned and managed by the group.

Maintain a healthy ROI across the different assets by constantly monitoring partners performance.

Work closely with the BI team to provide valuable insight on the different channels' growth.

Interact with the product team to suggest and monitor the changes required for budget optimisation

## **Fantastic to have!**

iGaming Industry knowledge or any other highly competitive industries

Working in fully/semi-remote teams

## **What We Offer**

Impactful work - we build products that transform the day-to-day life of thousands of people

Get involved with A players - we have a team of highly skilled professionals!

Competitive salary, above market standards

Continuous training & personal education budget

Office-based and remote working options

Working from home allowance

Company laptops, screens, headphones - anything you need to be productive

Fully equipped kitchen

Regular team socials

**If you are still reading then we think you should apply! Send us your CV and any supporting documents you think to represent your skills in the best way!**

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