



CRM Manager (m/f/d)

We are Whow Games

In the heart of Hamburg City, your new job is waiting for you - including startup feeling. Together with 50 colleagues, you work to bring the glamour and entertainment of Las Vegas to Europe - with our successful Social Casino on Jackpot.de. From slot machines to table games, our players can experience the entire entertainment experience of the largest casinos in the world for free on their smartphone, tablet or PC.

Who are we looking for?

As our **CRM Manager (m/w/d)**, you will be jointly responsible for all CRM and product marketing activities. Are you excited about getting to understand the thought and behavioral patterns of various target groups? Do you have creative ideas about increasing the activity, retention, and lifetime value of our customers? Then you're exactly who we're looking for at our Hamburg gaming factory - full-time and hopefully right away!

Your responsibilities:

- You'll be responsible for communicating with our existing clients and for establishing email campaigns for our various target groups
- In conjunction with this, you'll be responsible for planning, implementing, and ensuring the success of all CRM/social media measures with the goal of increasing customer satisfaction and loyalty as well as reacquiring customers
- You'll define and optimize processes with other departments and external service providers while working closely with them to provide our players with the best user experience possible
- You'll implement new HTML templates, add new content to our website, and optimize the functions of the CRM back office programs and tools
- You'll maintain website content for all marketing actions and you'll be responsible for an accurate user experience on all platforms and in all languages
- You'll create and analyze channel-specific CRM and support reports while using the information gained from them to establish further measures for a subsequent increase of relevant statistics

What you bring:

- You have at least 3 years of experience in a similar function
- Experience with CRM tools such as Optimove or the like is a plus; further understanding of other systems (SMS, push notifications, direct mail) would be an advantage
- Very strong understanding of player segments (active, retention, and reacquisition)
- Knowledge of the casino industry and/or sports betting is also seen as advantageous
- You are a strong team player and you enjoy working autonomously within the team
- Very strong use of written and spoken English. Other lingual knowledge is an advantage

- Very strong knowledge of and capability in both written and spoken English

In addition to start-up flair and exciting tasks, we offer:

- Dynamic environment with flat hierarchies and quick decisions
- Flexible working hours and home office
- Regular company events
- Fruit, drinks and meal allowances
- Contribution to the HVV Profi Card

Please send your application to:

jobs@whow.net