

Online Marketing Manager, B2B Lottovate

We are looking for a dynamic online marketing leader excited about all things tech and gaming. You must be an innovator who can excite partners and sales teams about your vision and commercial opportunities.

Zeal is one of the world's leading interactive lottery companies, and it is growing fast. To continue this rapid growth, and to carefully navigate a number of adjacent start-up activities, we are looking for someone to take full responsibility for launching and operating product marketing for one more of the Lottovate consumer market brands. Working closely with the top tier management, you will be responsible for enhancing ZEAL's reputation through excellent online marketing, continuously improving business results through customer acquisition and retention.

About Zeal Network SE

We offer lottery-based games for digital users and provide business to business lottery solutions. We currently have 300 exceptionally talented people in three locations (London, Madrid, Hamburg). Although publicly listed we live and embrace a start-up culture – and the idea that every ZEAL employee acts and feels like an owner. We want to create a better world with lotteries through digital innovation.

In the Lottovate brand we also want to create a better world through social lotteries. We actively support social ventures and charities. In addition to funding projects and organisations such as Sportsaid or the Neighbourhood Fund in the UK, we focus on building and supporting Charity Lotteries across Europe. Charity Lotteries have a significant impact on our society as they help support people who are in need. Charity Lotteries matter.

Responsibilities

- Drive financial success through customer acquisition and retention for our digital B2B ventures across one or more markets – focussing initially on creating the marketing strategy, launching and operating the marketing plans for UNICEF Norway's consumer lottery product
- Develop product-level messaging and positioning for new and existing customers
- Leverage all online marketing channels that prove efficient for demand generation, including programmatic, key word, social, email and affiliate marketing channels
- Work with Business Development and Product Management teams to find customer stories and convert them into commercial opportunities
- Develop thought leadership for existing business lines and support the go-to-market plan for new markets and implement

- Be the expert on customer data, how they buy and their buying criteria; be the expert on your competition and how to counter them
- Be able to manage commercial and contractual relationships with local marketing media, PR & creative agencies
- Manage the marketing budget and monitor relevant KPIs and report against targets to senior management
- Recommend marketing software and systems where necessary to optimize the business

Essentials

- Exceptional Online Marketing and Big Data experience in a digital environment. Analytical, strategic and exceptional in front of customers. An innovative and passionate approach.
 - Strong business acumen combining business, technology and budget challenges to produce results. Coupled with exceptional communication skills including the ability to influence, guide, and work with senior executives to achieve joint objectives.
 - You're driven to solve tough and interesting problems and you adapt quickly to changing conditions. You're hands on, and action oriented. You have excellent people skills
 - Display tremendous passion for digital products and experience throughout online marketing in the B2C e-commerce space with experience in delivering advertising material and management of digital acquisition campaigns
 - A natural aptitude for translating data into insights and draw business conclusions
 - Budget management experience
 - A self-starter with a strong sense of personal responsibility and ownership combined with a “get it done” attitude
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