

Retention Manager

Vita Media Group in Skopje is looking for a new Retention Manager

Vita Media Group is a Danish company operating in the field of the iGaming industry and deals with affiliate marketing, management and software development for retaining users from the iGaming industry, as well as lead generation for financial institutions from the Nordic countries.

Responsibilities :

- Compose and plan email newsletter campaigns via email/SMS or any other required method
- Creating triggered and transactional email campaigns
- Promo plan preparation
- Bring together imagery, text, translations to form a campaign and then test this ready for send
- Ensuring all email campaigns comply with current email best practice in the industry
- Create promotions, various bonus setups, affiliate promotions and other loyalty promotions within CRM system
- Develop and implement CRM marketing automation plans and continuously optimize existing customer journeys
- Tracking and reporting on email campaigns in order to guide improvements
- Carrying out segmentation of the database and implementing remarketing strategies
- Preparing a technical task to designer and copywriter
- A/B Testing on various email campaigns
- Ensuring all email campaigns comply with current email best practice in the industry

Requirements:

- 1+ year of experience in Marketing, preferably in the iGaming industry
- Good English spoken and written (Intermediate or above)
- Experience with copywriting, translations
- Great attention to details
- Basic HTML/CSS knowledges
- Expertise in Internet Marketing

What we offer:

- Competitive salary
- The chance to work in one of the fastest-growing industries across many countries
- Free coffee and drinks in the office
- Various events, team buildings, and business conferences
- Proactive and helpful colleagues
- Private health insurance
- Offices located in Park Residence, Skopje - and an easily accessible location with free parking space

You can find more about us here:

www.vitamediagroup.com

Contact us: contact_mk@vitamediagroup.com