

Nigeria Jobs Expertini®

Marketing Manager – Gaming, Betting, & Gambling Job – Market related salary – Lagos, Nigeria

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Company: Initiate International

Location: Nigeria

Category: other-general

Our client is the leading GameTech enterprise in Greece and are a rapidly expanding force globally and are looking for a **Marketing Manager in Nigeria** to join their team.

They are committed to harnessing cutting-edge technology to deliver unparalleled experiences to their vast customer base, who rely on them for their entertainment needs.

Their team comprises over 2,200 individuals from more than 40 nationalities spanning three continents. Recognized as one of Europe's top workplaces, they take pride in their diverse and inclusive culture. Every day with them promises new challenges and opportunities.

If this sounds like your dream **job**, keep reading!

Joining their local team and reporting to the **Country Manager in Nigeria**, you will play a pivotal role in shaping and executing marketing strategies tailored to the local market.

Your responsibilities will include setting and achieving marketing objectives, devising strategies, and overseeing the implementation of tactical plans.

Your key **job** responsibilities as the **Country Manager in Nigeria** will include:

Define marketing objectives, such as increasing site traffic, attracting new unique visitors, driving new registrations, acquiring new active customers, increasing depositors, improving conversion rates, lowering CPA, and enhancing player value, in alignment with the country manager's strategic vision and overarching financial KPIs

Formulate tactical action plans including brand positioning, strategic media selection (media type, channels, formats), and comprehensive campaign strategies

Collaborate with external creative agencies to develop and localize all creative materials (TV, ATL, BTL, digital, on-site), ensuring alignment with local target audience characteristics

Propose, implement, monitor, and report on the marketing budget to ensure effective resource allocation

Work closely with product development teams at headquarters to adapt and enhance products and services to meet local market standards and demands

Coordinate and oversee local and central content teams to maintain high quality and consistency in all inbound and outbound communications

Monitor, track, and evaluate the performance of marketing activities, reporting KPIs for channels and campaigns (TV, ATL, digital, on-site, affiliate marketing/network) to ensure targets are met or corrective actions are taken

Monitor and report on competitors' activities in communication, product, and compliance areas, conducting market and media research, and coordinating with headquarters on global market research initiatives

Manage local and global agencies and third-party partners for the execution of regional campaigns and communication plans

Generate reports and analyses for the country manager and other senior managers, collaborating closely with them

Ensure all marketing activities comply with local regulations

Lead and develop a local marketing team, serving as a representative of the company internally and externally

Requirements for this **Marketing Manager jobNigeria**

Bachelor's degree in marketing or a related field

Minimum of 5 years' experience in a marketing management role within the online sector

Passionate about sports and the online gaming industry

Business-minded with an entrepreneurial spirit

Strong analytical skills with a data-driven mindset

Excited about conceptualizing and implementing innovative projects to achieve set targets

Hands-on mentality with a proactive approach; thrives in a team environment

Excellent communication skills to articulate targets, strategies, and plans, and motivate team members to execute them effectively

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