

THE ROLE...



ROLE TITLE: • Director of Marketing

DEPARTMENT: • Marketing

LOCATION: • Las Vegas

TRAVEL: • Travel primarily throughout Nevada required

THE PURPOSE OF THE ROLE IS...

To develop and implement fresh and innovative marketing strategies and campaigns that drives business, grows the brand, and strengthens William Hill in the United States.

ACCOUNTABILITIES

HUNGRY FOR SUCCESS...

- Development of inventive promotions, contests, and advertising programs that cement William Hill as the Home of Betting
- Creation and implementation of strategic marketing calendar
- Actively seek feedback from all areas of the business to build upon it
- Measure success of activity against agreed targets and objectives
- Demonstrate ROI from every marketing campaign where possible

OUTSTANDING SERVICE...

- Deliver the best possible wagering experience through all betting channels
- Primary marketing contact with casino customers, and kiosk partners
- Collaboration with local ad agencies
- Build day to day relationships to maximize the William Hill brand
- Manage creative and legal sign offs
- Deliver engaging and customer-intuitive campaigns.

MAKING IT HAPPEN...

- Continually develop original marketing strategies for the business
- Develop marketing budget to optimize marketing investment
- Work with various departments to implement tactical marketing plans to support different business objectives as required
- Work with internal resources, both in the US and UK, and external agencies to ensure timely, cost effective delivery of high quality assets that conform to company style and brand image
- Develop and maximize Customer Rewards program
- Make it happen - on time and within budget.

EVERYONE MATTERS...

- Ensure the William Hill way is promoted throughout the US business
- Develop strong relationship and collaborate with various support departments, including Trading, Operations, HR, Legal, CBS, and IT, to communicate marketing messages and initiatives
- Alignment with Group brand and marketing strategy
- Ensure good communication with all relevant parties in the US and UK around marketing activities and plans
- Communicate in a timely and effective manner with colleagues, customers, and vendors

PEOPLE

REPORTS TO: • CEO

DIRECT REPORTS: • Marketing Manager

FINANCIAL

DIRECTLY RESPONSIBLE FOR:

- Marketing Department Budget

INDIRECTLY RESPONSIBLE FOR, OR HAS SIGNIFICANT IMPACT ON:

- Enhancing the bottom line through marketing strategies, campaigns, and communications

KEY RELATIONSHIPS

- CEO, COO, Finance, HR, Legal, Operations, Trading, Customer Support, CBS

PERFORMANCE IS MEASURED BY...

- Hitting -- and exceeding --- aggressive targets
- Working to agreed timetables and deadlines
- Financial results
- Mobile and Kiosk customer sign ups

KEY SKILLS, KNOWLEDGE, EXPERIENCE & QUALIFICATIONS WE ARE LOOKING FOR...

- Experience in a similar senior marketing role.
- Working knowledge of Nevada sports betting, race wagering, and casino industry is preferred but not essential.
- Passionate about sports, marketing, and growing a business.
- Enthusiastic about mobile marketing and customer retention strategies.
- Proven track record of diplomacy, persuasion, negotiation and interpersonal skills.
- Strong influencing and communication skills, with an ability to manage internal and external relationships up to senior levels of management.
- Ability to work proactively, multi-task, and work well in a deadline-driven environment.
- Willingness to travel.

WOULD SUIT SOMEONE WHO.....

- Results focused
- Someone who excels working in a fast paced, changing environment
- Works well in collaboration with others
- Can handle multiple projects simultaneously

MAY NOT SUIT SOMEONE WHO.....

- Likes routine
- Likes working Mon-Fri 8am-5pm