**Position:** B2B Marketing Manager - Permanent

**Location:** London, United Kingdom

**Reports to:** Chief Commercial Officer

Pronet Gaming offers a next generation B2B platform delivering the gaming experience of the future to over 70 customers worldwide. With market-specific online sportsbook, casino and retail solutions, it combines a technology-led approach with vast industry know-how, giving clients a reliable service tailored to their needs. Its casino portfolio features more than 6,000 slots from leading suppliers and its sportsbook solution provides over 35,000 live events across 65 sports. Its omni-channel retail powers land-based estates connecting to any online operation, ensuring full customisation.

Pronet Gaming are dedicated to changing the industry and recently expanded their commercial operations to include African, Asian and LatAm markets.

**Purpose of the role:**

We’re looking for a B2B Marketing Manager to join the Pronet Gaming team in our brand-new offices in London Bridge.

The successful candidate will take full ownership of all Marketing activities across all channels for Pronet Gaming and other Group companies.

**You will be responsible for:**

* Developing, coordinating, and executing strategic marketing campaigns and initiatives across trade shows, ATL, digital and our website/mobile app.
* Drawing up annual and long-term budgeted plans for our activity, identifying the best opportunities and originating unique ideas to make us stand out in a crowded marketplace.
* Managing an ongoing marketing budget.
* Managing staff where appropriate.
* Using your network to engage and negotiate the best deals with media partners, PR companies, event companies and media owners (Digital and ATL).
* Initiating and producing all marketing collateral, sourcing and managing suppliers where relevant.
* Analysing our competitor’s activity in the market and developing plans accordingly.
* Determining and reporting KPIs for each program and promotion.
* Ensuring articulation of organization’s desired image and position, assuring consistent communication of image and position both internal and external.
* Responsible for editorial direction, design, production and distribution of all marketing materials.
* Ensuring that the Pronet Gaming brand is well developed and represented across all channels (Digital, Sponsorships, Awards etc).
* Ensuring that good coverage is given to Pronet Gaming across all target jurisdictions.
* Working closely with Events and Sales Teams in a coordinated effort to ensure that Pronet Gaming is maximising it’s reach.
* Liaising with external marketing agencies for SEO, PPC and Paid Social Media activities.
* Creating the strategy for PR and Editorial pieces.
* Coordinating multiple teams to deliver all the phases of our new-look company website.

**You will have:**

* Strong B2B Marketing and Digital Marketing skills.
* Experience working in and understanding of the global B2B iGaming market.
* Passion for iGaming, turnkey solutions, sports betting and innovation.
* Business level proficiency in verbal and written English.
* Ability to multitask and work on multiple projects simultaneously to varying deadlines.
* Experience working on pieces for social media, SEO, PPC, PR and other digital environments.

**Person specification:**

* A creative mindset with an element of entrepreneurialism as we are constantly evolving as a fast-paced business.
* Creative and innovative thinker with a desire to make a difference and develop a brand.
* Ambitious, dedicated and passionate about your work.
* A can-do attitude.
* A team player who is able to work on multiple projects and with multiple levels of seniority.
* Ability to work under pressure, turn work around quickly and meet sharp and spontaneous deadlines (as required from time to time).
* A strong communicator.
* Excellent project management skills.
* Organised and methodical.

**What you will receive:**

* Very competitive package.
* Season ticket loan.
* Private healthcare.
* A fantastic workspace on the riverside of London Bridge (temporary remote working due to Covid).
* Discounted gym membership in the local area to the office.
* Other perks.