

Marketing Manager

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Company: Initiate International

Location: Lusaka

Category: other-general

Our client is a leading provider of entertainment and gaming experiences in Zambia, specializing in online casino and sportsbook offerings. With a commitment to innovation and excellence, they aim to deliver unparalleled excitement and satisfaction to their customers. We are seeking a dynamic and strategic Marketing Manager to join their team and drive the growth and success of their brand in the Malawian market. As the Marketing Manager for their online casino and sportsbook operations in Zambia, you will be responsible for developing and implementing strategic marketing initiatives to attract and retain customers, enhance brand awareness, and drive revenue growth. You will work closely with cross-functional teams to execute integrated marketing campaigns that resonate with their target audience and differentiate their offerings in a competitive landscape. Your key job responsibilities as the Marketing Manager in Zambia will include: Develop and implement marketing strategies for their online casino and sportsbook products across online and offline channels. Conduct market research to identify opportunities, consumer trends, and competitor strategies, informing their marketing approach. Collaborate with product teams to align marketing initiatives with product features and launches. Manage creation of marketing collateral, including ads, email campaigns, social media content, and promotional materials. Oversee digital marketing efforts, including SEO, SEM, social media ads, and affiliate marketing, to drive customer engagement. Analyze key metrics like acquisition cost, retention rate, ROI, and customer lifetime value to optimize strategies. Build and maintain relationships with media partners, agencies, and vendors to enhance campaign impact. Develop and manage marketing budgets, ensuring timely and budget-compliant campaign delivery.

Stay updated on industry trends, regulations, and technologies for casino and sportsbook marketing. Lead and mentor a team of marketing professionals, fostering collaboration and accountability. Requirements for this Marketing Manager job in Zambia: Bachelors degree in Marketing, Business Administration, or a related field Minimum of 5 years of experience in marketing, with at least 2 years in a managerial or leadership role, preferably in the casino, gaming, or sportsbook industry. Proven track record of developing and executing successful marketing strategies and campaigns that drive customer acquisition, engagement, and revenue growth. Strong understanding of digital marketing channels and technologies, including SEO, SEM, social media, email marketing, and analytics tools. Excellent analytical skills and ability to interpret data and insights to inform marketing decisions and optimize performance. Results-oriented mindset with a focus on driving measurable business outcomes and delivering ROI on marketing investments. Knowledge of the Zambian market, consumer preferences, and regulatory landscape is a plus. Join our client in shaping the future of gaming and entertainment in Zambia and be part of a dynamic team dedicated to delivering exceptional experiences to their customers. Requirements Gaming, iGaming, Management, Manager, Marketing, Marketing Manager, Online Casino, Sportsbook

High School Diploma

4-5 years

Gaming, iGaming, Management, Manager, Marketing, Marketing Manager, Online Casino, Sportsbook

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