



Marketing Manager – Watford, London

Under direction of the Director SSS and Analytics EMEA, this position has two main areas of responsibility.

1. **Marketing Consultancy:** In this role, the candidate will provide marketing consultancy services to existing lottery customers in EMEA. Drawing on the candidate's own experiences and analysis, as well as on specialist resources within GTECH, this person delivers best-practices recommendations to our customers to help them sustainably grow their business. Consultancy is primarily focused on product enhancement / evolution, as well as sales channel development, both in design and execution. Marketing communications support is secondary. The candidate will likely be assigned one/two key existing accounts and will be responsible for driving forward marketing innovation with these customers, in the support of the local GTECH business unit's overall strategies.
2. **Business Development Support:** In this role, the candidate is responsible for providing marketing support (market entry plans, market assessments, sales forecasts, and proposal content) supporting the company's Business Development team, in its pursuit of new lottery business opportunities across EMEA. The candidate will be assigned specific projects and expected to be able to deliver independently across the range of support required.

This position is suitable for those applicants who are comfortable working under their own initiative with both desktop and in-country analytical tools.

Our ideal candidate will have exceptional stakeholder management skills, have a strong interest in international markets, and possess a keen analytical mind with proven capabilities working with financial and forecasting models.

Whilst the position requires regular international travel, this is balanced with ongoing desktop work in the development of customer proposals, new game designs, market assessments and market entry plans.

Responsibilities:

- Provides a wide range of consulting services to customers including, but not limited to: game development, portfolio planning, planning, retailer network development, retailer training, channel development, promotions and incentives, advertising and other marketing functions.
- Researches and determines appropriate new games and game enhancements for recommendations to customers.
- Analyses performance of customer marketing efforts and provides solid recommendations for improvements having a direct impact on sales performance.
- Develops, recommends and implements marketing programs aimed at increasing lottery sales. Assists customers with developing strategic marketing plans.
- Develops detailed 'go to market' lottery plans / strategies for new markets. This encompasses executable lottery game plans, retail and interactive channel strategies.
- Hands-on application of top-down and bottom-up sales forecast methodologies to provide market sizing and detailed multi-year lottery forecasts.
- Source / liaise with external parties for the development of retail market assessments / strategies, market research and marketing communications plans.
- Oversee market research projects – understanding programme design and outputs.
- Present and defend marketing strategies and associated forecasts to senior internal and external stakeholders.
- Responsibility for channel, game and marketing sections of proposals either unsolicited or in response to lottery RFPs.

- Implements and oversees initial market entry deployments and execution of developed sales and marketing plans.
- Maintains a solid understanding of industry trends and ideas.
- Maintains expertise in product merchandising, advertising, and point of purchase promotions.
- Develops sales projections for new and existing products.
- Designs and directs new market evaluations in the support of business development teams, including the development of product and retail plans as well as forecasting
- Regular external business contact required. Candidate is expected to have an ongoing, multi-level dialogue (weekly) with their Lottery customer.
- On average, 50% of time will be travelling although this may vary in regularity. Locations may be both developed and developing countries
- Accomplished people management skills, especially under time constraints in a matrix organization. Internal stakeholder management capabilities are critical for success in role. Will need to motivate and develop resources without direct line responsibility.

Requirements:

- Bachelor's degree or equivalent. Advanced degree preferred.
- 5+ years relevant experience.
- Must possess strong business acumen and sound judgement.
- Lottery or Gaming-industry related experience is strongly preferred.
- Financial & Analytical literacy is paramount.
- Significant multi-tasking required. Ability to manage multiple high-priority projects.
- Dealings with multiple internal / external stakeholders.
- Strong, hands-on analytical skills required.
- Ability to research and apply benchmarks to all recommendations.
- Understanding of forecasting methodologies and how to apply those to differing markets. A keen interest in and understanding of global economies and political environments and their influence on developing compelling and realistic lottery development plans.
- Excellent English language verbal and written skills
- (Will be tested)
- Advanced level of skills in Microsoft Excel & PowerPoint with excellent presentation skills (Will be tested on both)

About IGT

IGT is the global leader in gaming. We enable players to experience their favorite games across all channels and regulated segments, from Gaming Machines to Lotteries to Interactive. We have a well-established local presence and relationships with governments and regulators in more than 100 countries around the world and create value by adhering to the highest standards of service, integrity, and responsibility. IGT has over 12,000 employees

To apply, please send your CV and covering letter to: Lisa.Begum@IGT.com