



iGaming Marketing Manager

(Nation/Community Members & Internal Only)

JOB#: J0226-0711

1 FT Position Available

JOB TITLE: iGaming Marketing Manager

START DATE: February 20, 2026

DEPARTMENT: Marketing

END DATE: March 08, 2026

The iGaming Marketing Manager is responsible for leading all marketing efforts for Grey Eagle Resort & Casino's online gaming platform. This role focuses on growing player acquisition, driving retention, and increasing digital revenue while ensuring all campaigns follow regulatory and compliance standards.

This position works closely with the casino, hospitality, player development, and digital marketing teams to create a seamless guest experience across both online and on-property channels.

Key Responsibilities

Strategy & Growth

- Lead the overall marketing strategy for the iGaming platform, including player acquisition, retention, and reactivation
- Build and manage marketing plans that support revenue growth and long-term player value
- Identify new digital opportunities, partnerships, and promotional concepts to grow the online player base

Campaign Management

- Plan and execute digital campaigns across email, paid media, website, app, and social platforms
- Work with the Digital Marketing Specialist and creative team to develop ads, content, and promotional assets
- Manage promotional calendars, bonus campaigns, and player offers

Player Engagement & CRM

- Oversee player communication strategies, including onboarding journeys, lifecycle campaigns, and loyalty messaging
- Partner with Player Development and Casino Marketing to align online and on-property promotions
- Support VIP and high-value player initiatives for the iGaming platform

Compliance & Reporting

- Ensure all marketing materials and campaigns meet regulatory, compliance, and responsible gaming standards
- Track and report on performance metrics such as acquisition cost, conversion rates, retention, and revenue
- Prepare regular performance updates for leadership and executive reporting

Collaboration & Leadership

- Act as the main point of contact for iGaming marketing across internal teams and external partners
- Support cross-functional planning with IT, compliance, operations, and vendors
- Provide guidance and direction to internal team members supporting digital and iGaming campaigns

Education and Experience:

- 3–5+ years of experience in digital marketing, gaming, hospitality, or a related field
- Experience with online gaming, sports betting, or regulated digital platforms is a strong asset
- Strong understanding of paid media, email marketing, CRM systems, and performance tracking
- Comfortable working with data, analytics, and performance dashboards
- **Strong communication and project management skills**

Knowledge, Skills and Abilities:

- Strategic thinker with a strong focus on growth and results
- Highly organized and able to manage multiple campaigns at once
- Collaborative and comfortable working across departments
- Detail-oriented with a strong understanding of compliance and brand standards
- Creative mindset with a data-driven approach