

GRM Manager

Interested in joining us in building an organisation that's in full swing?

What do you consider more important? Smart data analysis and defining profiles from data? Or the creativity and the right channels for reaching and influencing your target group? If you really can't make a choice and you see a challenge in both areas within the exciting world of gambling, then you are the person we are looking for – for the function of a creative Guest Relations Management (GRM) manager (full-time).

Who are we?

JVH gaming & entertainment group is a fast-growing and trend-setting player within the Dutch entertainment industry. Our ambition is to grow within the widest sense of the word. Our guests are exposed to a unique gaming experience in the more than 65 casinos, such as Jack's Casino, Flash Casinos and Krijco Casinos. We stand out by our fine quality, perfect hosting and a complete selection of gambling games for everyone. Each day, our approximately 900 employees provide our guests with a VIP service. An open atmosphere, free entry, snacks and beverages are a matter-of-course. Just like attention to security and responsible gaming.

Around 40 employees work at our Service Centre in 's-Hertogenbosch, where we provide daily support to Jack's Casino, Flash Casinos and Krijco Casinos.

Our DNA

We in JVH are proud of our organisation, our team spirit and what we want to achieve together. We are always there for each other and are open, honest and respectful. We don't let things get us down easily and we stand with our feet planted firmly in the ground. Our company nurtures an utmost collegial atmosphere; this is largely determined by our people. People who by nature go the extra mile and who show decisiveness and initiative. No wonder that our motto is You're Welcome!

The job

Our organisation is constantly developing and the same applies to this job. CRM is known in our organisation as GRM: Guest Relationship Management. And this is a new channel. Therefore, you get the opportunity to design a completely new marketing channel with the goal of building 'personal' long-term relationships with our guests (retention and re-activation) and to always learn more about their preferences and habits. Using your experience in creative direct marketing and/or CRM campaigns, you build Guest Lifetime Value in which guest engagement and loyalty is always present. You develop the GRM strategy in collaboration with your manager, the Marketing and Communication Manager. This obviously starts with building and maintaining a database, data analysis and creating guest profiles. But in an ever changing and renewing organisation such as ours, the creative element is just as important: devising campaigns that impact and setting up the right channels and media that enable us to reach and influence our guests. Your job of course is to stay updated about what motivates our guests, for example by conducting guest satisfaction surveys. You will do this in collaboration with your marketing colleagues, the Business Analyst and Operations (with 65 casinos operating daily). Although the focus of the GRM Manager is in first instance on the guests of our land-based casinos, the expansion into online gaming will also be a possibility in the future. Growth and development is simply part of the DNA of the JVH organisation.

The requirements

As Direct Marketer or CRM professional, you have the necessary persuasive capacity of establishing the GRM. You must have at least an HBO work and intellectual level and have the relevant experience with direct or data-driven marketing: strategically as well as creatively and both in offline and online platforms. Experience in the catering and hotel sectors is an advantage. No need for us to explain anything further about the basics of CRM, DM and e-mail marketing. You feel at home in a rapidly changing environment, you think out of the box and have creative ideas. You are a true 'builder'. Obviously, you possess excellent

communication skills, both orally and in writing, with which you know how to convert opportunities into creative campaigns and communicate easily on various levels. In addition, you like working in a team, you have social skills and you are used to work with tight schedules and deadlines. You are naturally analytic, you work systematically and you can put yourself easily in the shoes of both internal and external customers.

Our offer

A challenging position in an organisation characterised by high ambitions and which is always on the move. People are the ones that make the difference in our organisation and that's where we want to invest. Obviously, this position entails an appropriate package of employment conditions, including a salary fitting for such a heavy position and good fringe benefits.

More information and applying:

If you are interested, please send a letter of motivation and your CV to werving@jvh.nl. For more information, you can contact our recruiter, Lidewijde Paardenkooper, by email: lpardenkooper@jvh.nl. The selection procedure includes an assessment. JVH does not appreciate canvassing with respect to the above vacancy.