



Loterie Nationale, Luxembourg

Job Profile – Communication Manager (CDI – full-time)

About Loterie Nationale

Loterie Nationale is the public gambling operator in the Grand-Duchy of Luxembourg. Our product range includes draw games (EuroMillions, Lotto, Zubito, High 5, Eurodreams), scratch games (Rubbel), virtual lottery terminals (Videolot) and sportbetting (PMU and LoterieSport). Our offer is distributed through 600 points of sales and online. Loterie Nationale is committed, from the design of its games to their sale, to preventing the development of excessive gambling behaviors and protecting minors, thanks to the implementation of a structured program of responsible gaming.

Loterie Nationale has been managed by Œuvre Nationale de Secours Grande-Duchesse Charlotte since 1945. Whole of the gaming profits made by Loterie Nationale are transferred to Œuvre Nationale de Secours to finance its philanthropic activities within the social, cultural, environmental, health & sports and memory & heritage areas.

As part of the development of its activities, Loterie Nationale is looking for a Communication Manager on a permanent contract to reinforce its Marketing and Communications team.

Key responsibilities

As full-time Communication Manager, your missions will include:

Communication strategy

- Designing and implementing a global communications strategy to promote the lottery's products, in collaboration with the Head of Marketing.
- Developing multi-channel advertising campaigns (media, social networks, etc.) to raise awareness and attract new players.
- Identifying communication opportunities and managing press relations.
- Ensuring compliance with the rules of 'responsible gaming' in all communications media.

Content management:

- Developing a clear editorial line in line with the brand's objectives and values.
- Working with graphic designers and external agencies to produce engaging content in line with the company's strategy.
- Writing different types of content.
- Ensuring that messages are consistent across all communication media (print, digital, press).

Games for good causes:

Playing also means supporting good causes. Through Oeuvre Nationale de Secours Grande-Duchesse Charlotte, Loterie Nationale donates all its net profits to recurring beneficiaries and projects working for public interest.

- Participating in the development and implementation of a corporate communications strategy in collaboration with Philanthropie activity.
- Promoting the company's values, enhancing its image and its various initiatives.
- Drafting corporate documents (annual reports, brochures, press releases, etc.).

Sponsoring

Loterie Nationale makes a financial and material commitment to both top-level sport and leisure sport, music and associations.

- Evaluation of various sponsoring applications.
- Management and monitoring of contracts
- Representation of Loterie Nationale at the various sponsored events.

Performance monitoring and reporting:

- Monitoring and optimizing communication's budget.
- Analyzing the results of the various communication initiatives and suggesting improvement area.
- Drawing up monthly monitoring reports

Candidate profile

- University degree in Communications and/or Marketing.
- At least 5 years' experience in a similar role, ideally in a sector related to costumer products.
- Excellent writing and interpersonal skills.
- Fluency in French and English, any other language (e.g. Luxembourgish) would be an asset.
- Strong knowledge of digital communication tools (social networks, content creation software, CRM, etc.).
- Ability to work as part of a team, creative and results oriented.

Note: Loterie Nationale reserves the right to request a copy of the successful candidate's criminal record.