



Loterie Nationale, Luxembourg

Job Profile – Junior Digital Brand 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.

Loterie Nationale is recruiting a Junior Digital Brand Manager in relation to support the development and performance of Loterie Nationale's digital products (Loteriesport.lu, Loterie.lu and pmu.lu). This includes, among others, supporting the management of brand, content, and key performance indicators (KPIs).

Key responsibilities

As full-time Junior Digital Brand Manager, your missions include:

1. Brand Support and Management

- Support the Digital Brand Manager in relation to the brand identity, messaging, and customer experience.
- Support the Digital Brand Manager in user acquisition, CRM, social media content management, customer experience, promotions, and responsible gaming.
- Ensure consistent brand representation across all channels and touchpoints.

2. Implementation of strategic plans

- Support the development and implementation strategic plans to drive brand growth.
- Implement initiatives that support the long-term brand roadmap, ensuring alignment with business objectives.
- Monitor other operators and market trends to identify opportunities for improvement.

3. Performance Monitoring and Reporting

- Track and analyze key performance indicators (KPIs) to ensure the product is matching with the defined targets.
- Provide detailed reports on product performance and offer insights.
- Collaborate with the departments Project Management, Compliance, and Reporting teams, on specific projects.

4. Collaboration and Communication

- Work closely with internal and external stakeholders to carry out campaigns and promotional activities.
- Collaborate with the departments Project Management, Compliance, and Reporting teams, on specific projects.

5. Profit & Loss Management

- Assist the Digital Brand Manager in overseeing the product P&L, ensuring profitability goals are met.

Candidate profile

- At least, Bachelor degree in marketing, business or related field
- 2-4 years' experience in brand management, digital marketing or similar role. Experience in sports betting, gambling or related industry would be an asset.
- Strong understanding of brand management principles and digital performance marketing
- Hands-on experience in marketing campaign execution
- Strong analytical skills with a focus on delivering results.
- Ability to work independently and with a team.
- Excellent communication and presentation skills.
- Proactive and eager to learn and grow in a dynamic environment.
- Fluent in French and English; any other language (e.g. Luxembourgish / German...) would be an asset.
- Basic knowledge of the Adobe Suite (Photoshop,...) would be an asset.

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