



## *Tolowa Dee-ni' Nation/Lucky 7 Casino*



### **Position Description**

**Title:** Marketing Specialist  
**Class:** Skilled  
**Status:** Full Time  
**Supervisor:** Marketing Manager  
**Effective Date:** Revised August 2018

**Department:** (44) Marketing  
**FLSA:** Non-exempt  
**Pay Grade:** V  
**Subordinates:** None

#### **Position Summary:**

The Marketing Specialist is dedicated to performing the following duties in a timely and conscientious manner.

#### ***Essential Duties and Responsibilities:***

- Perform administrative duties for the Marketing Department to include management of Marketing documents and materials.
- Responds to customer requests by phone, mail or e-mail.
- Assist with planning and implementation of promotions, promotional meetings and special events.
- Greet customers and distribute promotional items during promotions/special events.
- Create all printed and digital collateral for casino to include: Advertisements, Posters, Newsletters, etc.
- Post print and digital promotional postings throughout the property and outside sources.
- Compose direct mail letters, envelopes and flyers.
- Review and update website with promotions and other content.
- Attend all departmental meetings and mandatory customer service meetings.
- Assist in development and maintenance of current and future marketing programs.
- Assist in creation and maintenance of social media marketing communications and programs.
- Assist in development and implementation of special events
- Regular email update cleanup of the Super Playmate and e-mail campaign systems.
- Create and execute email campaigns
- Do research, reports and analysis of Spreadsheets as requested by manager.
- Maintain and manage inventory of all internal marketing materials such as brochures, lightfaces, signs, posters, marquees, decorations, etc.
- Promote and lead marketing initiatives to external and internal guests that perpetuate Lucky 7's commitment towards quality guest service.
- Ensure the accuracy of all marketing communications including careful proofreading and manager approval before distribution.

- Work with minimum Supervision to begin projects independently or as assigned to bring projects to completion in a timely manner.
- Assist in Players club hold a good understanding of the club operations as a whole.
- Temporary or permanent duties and responsibilities may be added to, or modified as deemed necessary.

**. Minimum Qualifications:**

- Computer skills to include Windows, MS Word, Excel, Adobe CC Illustrator, Photoshop, In-Design, After Effects, and other related graphic programs and operating systems.
- High school diploma or GED.
- 1 year office experience.
- 1 year casino experience or related experience.
- Flexible work schedule to include Holidays, Weekends and Evenings.
- Qualified Indian Preference applies.

**Language Skills:**

Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures or governmental regulations. Ability to write reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers and the general public.

**Mathematical Skills:**

Add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to compute rate, ratio and percent. Ability to draw and interpret bar graphs.

**Reasoning Ability:**

To solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.

**Certificates, Licenses, Registrations:**

Must be able to pass extensive background investigation for the issuance, and retention, of gaming license.

**Physical Demands:**

While performing the duties of this job, the employee is occasionally required to sit, stand, reach with hands and arms, climb or balance, stoop, kneel, crouch, or crawl, talk and hear. The employee must occasionally lift and/or move up to 50 pounds.

**Vision Requirements:**

- Close vision (clear vision at 20 inches or less).
- Color vision (ability to identify and distinguish colors).

- Depth perception (three-dimensional vision, ability to judge distances and spatial relationships).
- Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus).

**Work Environment:**

The work environment characteristics described here are representative of those that are encountered while performing the essential functions of this job. The noise level in the work environment is usually moderate. Smoking is allowed in the Casino, so there is a minimum level of smoke in the atmosphere; at times worse than others.

**Employee's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Supervisor's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_