



Tolowa Dee-ni' Nation/Lucky 7 Casino Position Description



Title: Marketing Manager
Class: Management
Status: Full Time
Supervisor: General Manager

Department: (44) Marketing
FLSA: Exempt
Pay Grade: III
Subordinates: Marketing/Players Club Employees

Effective Date: February 2014

Position Summary:

Responsible for the operations of the Marketing Department including; Database Marketing; Internet Marketing and Advertising.

Essential Duties and Responsibilities: include the following. Other duties may be assigned.

- Establishes strategic marketing plans to achieve Casino and Hotel objectives.
- Develops and executes comprehensive marketing plan.
- Plan and develop Casino Promotions.
- Maintain Marketing department and office personnel by supervising, meeting with and delegating duties to employees.
- Provides direction and coordination to entire department in an effort to further attain specific goals and objectives.
- Manages the Players Club and directs all activity.
- Reviews analyses of activities, costs, operations and forecast data to determine department progress toward stated goals and objectives.
- Create, detail, organize and implement all casino promotions and events to include: Objectives, strategy, tactics, and measurement, cost and cost effectiveness.
- Contract with Advertising publications and companies and oversee all aspects of Advertising to include *newspaper, radio, television, and publications*.
- Manage all aspects of Graphics and marketing collateral to include: advertisements, brochures, newsletters, coupons, flyers, posters, direct mail and any printed materials.
- Manage and direct on a daily basis all social internet postings such as Facebook, Twitter and other social media platforms.
- Establish contacts and relationships with both local and out of market Media representatives.
- Should be comfortable working with numbers and be able to communicate complicated findings in simple, clear English.
- Facilitates the flow of information by organizing and presiding over regularly scheduled departmental meetings.
- Prepare and maintain departmental policy and procedures as pertains to TGA.
- Analyze and submit report of each promotion and special event to General Manager.
- Confers with the General Manager on a weekly basis to discuss marketing items and issues.
- Meets with the General Manager on a quarterly basis to review achievements and discuss required changes in goals or objectives.

- Responds to special requests of guests as well as guest complaints and inquiries in a calm, prompt and courteous manner.
- Ensures a maximum level of guest service and satisfaction throughout the property.
- Held accountable for the accuracy and thoroughness of departmental records and reports, maintaining confidentiality.
- Attends and participates in local Chamber and Community events.
- Responsibilities may be added to or modified as deemed necessary by the General Manager.

Supervisory Responsibilities:

Directly supervises all employees of the Marketing Department. Carries out supervisory responsibilities in accordance with the organization's policies, and applicable laws. Maintains appropriate Staffing Levels by interviewing, hiring, training employees; planning, assigning, scheduling ;directing work; appraising performance; rewarding and disciplining employees to include separation; addressing complaints and resolving problems.

Minimum Qualifications:

- BA in Marketing, Advertising, Business Administration or equivalent work experience.
- Minimum 1 year email marketing experience.
- Minimum 1 year Google analytics/website metrics experience. Strong working knowledge and understanding of internet technology, Facebook, Twitter and other social media platforms.
- Proficiency of Microsoft Office.
- Minimum Management experience of 5 plus years.
- Ability to handle multiple tasks and meet deadlines.
- 3 to 5 Years in Casino/Hotel Marketing experience is preferred.
- Ability to establish and maintain professional relationships with individuals of varying social and cultural backgrounds and with co-workers at all levels.

Language Skills:

Ability to read, analyze, and interpret complex documents such as trade journals, financial reports and legal documents. Ability to respond to common inquiries or complaints from guests, regulatory agencies, members of the business community. Ability to write speeches and articles for publication that conforms to prescribed style and format. Ability to effectively present information to top management and public groups.

Mathematical Skills:

Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals, and work with mathematical concepts such as probability and statistical variables.

Reasoning Ability:

Ability to define problems, collect data, establish facts and draw conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

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, reach with hands and arms, climb or balance, stoop, kneel, crouch, 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 ere are representative of those that an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions .The noise level in the work environment is usually moderate to high. 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: _____