



**INITIAL POSTING DATE: 03/06/2019**

**CLOSING DATE: UNTIL FILLED**

**JOB DESCRIPTION**

**POSITION:** Director of Marketing

**DEPARTMENT:** Marketing

**SUPERVISOR:** General Manager

**LOCATION:** Resort

**EMPLOYMENT:** Full-Time

**SALARY:** Depending on Experience

**DESCRIPTION:**

The Director of Marketing is responsible for the overall marketing & advertising strategies, campaigns, player development, staff development and overall performance of the marketing department. In cooperation with the leadership team they develop, organize and initiate the entertainment and promotional activities of the Resort. The Director is responsible for the development and success of the Player Development Team, the Marketing Team and the overall brand for the Resort.

**RESPONSIBILITIES:**

- Provide excellent Guest Service to guests, internal and external through active guest engagement and positive attitude.
- Develop an overarching brand strategy.
- Develop a comprehensive reinvestment program for all guests.
- Create internal and external communications (monthly reports, staff e-mail messages, monthly telephone) to our team members.
- Develop, implement and track recruiting tactics to attract new independent patrons via direct mail/email/ online/ fax/ call campaigns/Facebook/ blogs, etc.
- Manage and schedule marketing team member's employees.
- Create and maintain all concept materials (brochures, flyers, advertisements, etc.).
- Recommend and implement marketing strategies to achieve maximum participation in promotional events. Participate in developing new concepts to determine market desire and outreach methods.
- Responsible for compiling competitor information and finding niches in the marketplace.
- Responsible for Casino entertainment strategy and booking.
- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.

- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with marketing personnel and other managers.
- Negotiate contracts with vendors and distributors to manage entertainment and delivery of marketing campaigns.
- Use forecasting and strategic planning to ensure the probability to success and measure future trends.
- Create pre and post-formats for all programs.
- Coordinate and participate in promotional activities and trade shows.
- Initiate market research studies and analyze their findings.
- Consult with customers to gain insight regarding the types of products or services expected to be in demand.
- Ability to create outcomes using statistical formulas in order to extract necessary data and determine outcomes for strategic use.
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- Assists in the development of policies and procedures.
- Responsible to enforce all rules, regulations, policies and procedures set by Resort.
- Responsible for the training, supervision, scheduling and development of all Department Team members.
- Due to the dynamic Casino Environment from time to time, we require employees to be flexible and assume other responsibilities assigned by management.

### **MINIMUM QUALIFICATIONS:**

- Must have high school diploma or GED.
- At least (5) plus years in direct marketing leadership role.
- (2) – (5) years of experience of related work in a Casino or for a Tribal operation.
- Proficient in computer software applications which includes but is not limited to all Microsoft Office Products (Word, Excel, PowerPoint), Outlook, FrontPage.
- Must be able to work nights, weekends, and holidays.
- Must be willing to travel when necessary.
- Must be willing to adhere to grooming policy and present self in a respectful and well-groomed manner at all times.
- Must be willing and able to work independently while maintaining a close relationship with all departments and supervisor.
- 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 internal and external parties.
- Ability to manage multiple tasks at one time.
- Must be able to receive and maintain a Gaming License.
- Must be able to pass a background check and any other preemployment screen.

### **PREFERRED QUALIFICATIONS:**

- (4) Year Degree in Marketing, Business, Communications, and/or combination of related experience.
- (10) + years in marketing management or related field.
- (5) + years of experience working for a Casino.

*The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be construed, as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. Management retains the right to add or to change the duties of the position at any time. Must be able to pass a pre-employment drug screen and applicable background checks related to the position.*

### **OUR MISSION**

Our Mission is to provide an exceptional and memorable experience to every Guest, every time. Each Team Member will demonstrate a high level of professionalism, provide a safe, clean and entertaining experience for all Guests, internal and external.

Integrity, Service, Professionalism, Value. This is our **PROMISE**.

**Date Approved by the Public Enterprise Finance Commission (PEFC): 12/27/2016**

**Northern Waters Casino Resort**

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