



**POSTED: August 30<sup>th</sup>, 2023**

**DEADLINE: Until Filled**

### **JOB DESCRIPTION**

**POSITION:** Marketing Analyst

**DEPARTMENT:** Marketing

**LOCATION:** Resort

**SUPERVISOR:** Director of Marketing

**EMPLOMENT:** Full-Time

**PAY RATE:** \$20.00 - \$25.00/Hour (Non-Exempt) D.O.E.

**LICENSE STATUS:** Key-Employee

### **DESCRIPTION:**

The Marketing Analyst will report to the Director of Marketing and will be responsible for assisting the Marketing Team with the daily tasks associated with everyday operation. The Analyst will be required to follow a flexible schedule, including evenings, weekends, and holidays. All job duties must be performed within the guidelines of the Resort Gaming policies and procedures, and Minimum Internal Control Standards (MICS) and objectives.

### **RESPONSIBILITIES:**

- Provide excellent service to guests, internal and external, through active guest engagement and positive attitude.
- Shall be required to read, implement, and adhere to all NWCR Policies and Procedures, LVD Gaming Ordinance, Tribal/State Gaming Compact, NIGC Minimum Internal Control Standards, Indian Gaming Regulatory Act, LVD Tribal Internal Control Standards, Title 31 Minimum Internal Control Standards, NWCR Casino Employee Handbook, Marketing Department Policy and Procedure Manual.
- Develop statistical and demographic information for marketing research.

- Work with advertising agencies and media representatives to help design cost effective advertising campaigns.
- Develop and maintain public relations functions with city, state, county organizations i.e., chamber of commerce, to promote casino interest and good will.
- Must provide information by working closely with Hotel, Event Center, Golf Course and Casino teams.
- Provides support to the Marketing Director in executing a variety of Marketing functions.
- Provides support to the Marketing Team in the absence of the Marketing Director.
- Works extensively with all other areas of the Resort to build consensus and execute marketing initiatives and promotions.
- Able to provide marketing information by answering questions and requests.
- Responsible for reviewing, proofreading all marketing advertising, signage before initial documents is signed and/or returned to agencies.
- Aid ensure teamwork is a shared responsibility, by completing various tasks that may be required by supervisor.
- Work independently to coordinate projects.
- Responsible for research and development of marketing intelligence, by identifying and assembling marketing information from a variety of sources.
- Provide exceptional customer service to all patrons and communicate in a pleasant, friendly, and professional manner always. Maintain a professional work environment with managers and staff.
- Coordinate communication of Marketing initiatives and promotions with all interested stakeholders, in the Resort to ensure successful execution.
- Assist with events, promotions, and other projects as directed.
- Create and maintain Business Intelligence portfolio, including data warehouse maintenance, filling in master sheets, statistical analysis, and monthly reporting.
- Creation of forecasts and post-forma reporting to measure success of Marketing efforts.
- Make informed decisions and suggestions for process improvement.
- Screen incoming calls, make referrals, and follow up on inquiries.
- Work on or support special projects, as requested.
- Attend and/or conduct mandatory meetings and training.
- Ensure that all weekly and monthly Marketing Team meetings are scheduled.
- Create and maintain a tracking system of communication relating to Sponsorship Requests (Denial/ Approval Letters, etc.)
- Meets the attendance guidelines of the job and adheres to regulatory, departmental and company policies.
- Communicate regularly with employees and keep them informed on all casino promotions, activities, and events.
- 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:**

- High School Diploma or GED

- Five years of experience in a marketing environment; or equivalent combination of education and experience, i.e., bachelor's degree
- Knowledge of gaming facilities and operation desired.
- Must have interpersonal skills to deal effectively with all business contacts.
- Strong administrative organizational and communication skills.
- Must be able to work in a busy, fast paced, and crisis that can and do arise on occasions.
- Must have the ability to deal effectively with guests, management, employees, and outside contact while working independently to meet deadlines.
- Ability to make sound decisions, possess leadership abilities and problem-solving skills.
- Some travel and weekend commitment are required.
- Knowledge of computer applications to include processing, Access, Excel, and Microsoft Outlook, is required.
- Ability to work independently and establish priorities is required.
- Attention to detail and accuracy is required.
- Ability to establish professional and harmonious working relationships on all projects and with all parties involved.
- Must be a minimum of 18 years of age or older upon employment.
- Must be proficient in the use of Microsoft Office, Word, Excel, PowerPoint, and the Konami system.
- Must be able to read, write, speak, and understand English. Must be able to respond to visual and aural cues.
- Must be able to manage multiple tasks, be well organized and communicate in a positive and professional manner.
- Possess ability to manage simultaneous projects efficiently and effectively, while recognizing that we are in a constant fast paced work environment.
- Demonstrate the ability to provide courteous, friendly, and efficient service, as well as superior guest and employee interactions.
- Must have basic marketing abilities and be able to develop and achieve goals, also able to understand directions clearly and carry out assignments in a timely manner.
- Must be able to lift to 50 pounds and be able to work varying shifts including nights, weekends, and holidays.
- Must pass background checks and other pre-employment screenings necessary to receive and maintain a Gaming License.

#### **PREFERRED QUALIFICATIONS:**

- At least 1 year working in a gaming department.
- Project Management experience.
- Bachelor's degree from an accredited college in marketing or business.
- Previous casino customer service experience.

#### **PHYSICAL REQUIREMENTS:**

- Must be able to sit, stand, or walk for long periods of time and move through all areas of the casino.

- Must maintain physical stamina and proper mental attitude, to work under pressure in a fast-paced casino environment in all situations.
- Must have the ability to push, pull, reach, bend, twist, stoop and kneel.

*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.*

**PREFERENCE FOR HIRING:**

Preference shall be given when it is established that the applicant meets the qualifications as stated in the job description. The following order shall be adhered to for hiring:

- Enrolled LVD Tribal Member
- Parents/Legal Guardian of LVD Tribal member children and spouses of Tribal Members
- Other Native Americans
- All Others

**Date Approved by LVD Gaming Commission: 05/16/2023.**

**Date Approved by the Public Enterprise Finance Commission (PEFC): 08/29/2023.**

**Northern Waters Casino Resort**  
**P.O. Box 129, N5384 US 45**  
**Watersmeet MI, 49969**  
**Email: [hr@lvdcasino.com](mailto:hr@lvdcasino.com)**  
**Website: <http://www.lvdcasino.com/Content/Careers.cfm>**  
**Phone: 906-358-4226 Ext. 7318**  
**Fax: 906-358-4913**

**Sign \_\_\_\_\_ Date \_\_\_\_\_**