



JOB DESCRIPTION

POSITION TITLE: Marketing Director
DEPARTMENT: Marketing
SALARY: DOQ
POSTING DATES: 1/2/2024-4/2/2024 (Internal & External)

GENERAL DESCRIPTION:

Responsible for and directs the Marketing Department of the Spirit Lake Casino. Sets the overall marketing strategy and direction for the Casino/Resort. Responsible for increasing market share, customer visits and overall revenue.

DUTIES, RESPONSIBILITIES AND AUTHORITY: *The list that follows is not intended to be comprehensive: it is intended to provide a representative summary of the major duties and responsibilities. Employee will be required to follow any other job-related instructions and to perform any other duties requested by General Manager.*

- Promotes positive public/employer relations at all times.
- Oversees all aspects of creation, development, implementation and management of all advertising, public relations, promotional, entertainment and player development programs.
- Communicates with/updates other departments regarding marketing campaigns and future promotions.
- Responsible for preparing, maintaining, and adhering to departmental budgets and forecasts.
- Oversees the coordination, scheduling, execution and contracts for all promotional and entertainment events for all Spirit Lake Casino & Resort entities.
- Researches and develops new marketing areas with the ultimate goal of introducing and developing new players to our facility, resulting in increased revenue and profitability.
- Maintains knowledge of gaming rules and regulations, gaming machines, player tracking systems, direct mail, and promotions relating to systems.
- Has the ultimate direction for Banquets/Events department.
- Provides the proper hiring, training, safety and development of staff.
- Serves as the Casino & Resort spokesperson in media and public arenas were deem appropriate.
- Other duties as may be assigned.

QUALIFICATIONS:

- Bachelor's degree in Marketing or related field preferred.
- Three to five years' experience in gaming marketing and sales or five years' experience in general marketing and sales.
- Must be able to pass a background investigation.

KNOWLEDGE AND SKILLS:

- Must be willing to work nights and weekends to oversee all casino promotions.
- Excellent customer service and people skills.
- Must be qualified or be able to qualify for a gaming license.
- Excellent in database management, word processing and spreadsheet applications.

EMPLOYMENT STATUS:

Salary is negotiable. This is a full-time position with a full benefit package, Health Insurance, Life Insurance, Personal Time Off and 401K. Native American preference applies

