



JOB DESCRIPTION

POSITION TITLE: Player's Club Manager
DEPARTMENT: Marketing
SALARY: DOQ
POSTING DATE: 1/31/2024- 2/14/2024 (Internal & External)

GENERAL DESCRIPTION:

The Player's Club Manager is responsible for increasing gaming revenue each year through direct marketing to the Spirit Lake Casino & Resort's customers. He/She will assure the growth and development of the gaming customer by using the Player's Club system. He/She is responsible for all customer relations and player development.

DUTIES AND RESPONSIBILITIES:

- Responsible for maintenance and operation of the Player's Club.
- Responsible for customer correspondence. Poker News, Marina News, Player's Club Birthday, and direct promotional mailings.
- Responsible for quarterly customer surveys. Compiles and completes report.
- Responsible for increasing gaming revenue through the Player's Club.
- Responsible for increasing customer visits to the Casino
- Responsible for increasing spend per customer
- Responsible for on floor promotions through the Player's Club.
- Supervises Club Host/Hostess, and Customer Service Representatives. Keeping staff informed of all information and ongoing promotions. Responsible for hiring and training of the customer service staff.
- Must be available for weekends in absence of staff.
- Other duties as may be assigned.

RELATIONSHIP TO OTHER DEPARTMENTS:

Reports directly to the Director of Marketing. Provides support to other areas of Marketing helping in creating promotional ideas for the Casino & Resort. Provides customer feedback to Marketing department and other related departments.

QUALIFICATIONS:

- Two-year Marketing Degree
- Five years gaming experience.
- Must be eligible for a gaming license and submit to a background check.

EMPLOYMENT STATUS:

Full-Time permanent salaried. Full benefit package, Health Insurance, Life Insurance, Personal Time Off, 401 K Plan. Native American Preference applies.