



JOB DESCRIPTION

POSITION TITLE: Advertising Manager
DEPARTMENT: Marketing
SALARY: DOQ
POSTING DATE: 8/1/24-10/1/24

GENERAL DESCRIPTION:

The advertising manager will help lead our marketing efforts. The ideal candidate will have a deep understanding of the gaming and hospitality industry, a proven track record in developing successful advertising campaigns, and the ability to drive brand awareness and customer engagement.

DUTIES AND RESPONSIBILITIES:

- Create, execute, and manage advertising campaigns across multiple channels including digital, print, radio, and television to promote the casino's services and events.
- Ensure all advertising efforts are aligned with the casino's brand image and identity. Maintain consistency in messaging and visual presentation across all media.
- Conduct market research to identify target audiences and trends. Utilize data to make informed decisions and optimize campaign performance.
- Develop and manage the advertising budget. Track expenditures and ROI to ensure cost-effective use of resources.
- Oversee the creation of compelling and persuasive ad content. Collaborate with graphic designers, copywriters, and external agencies as needed.
- Monitor and analyze campaign performance metrics. Prepare reports detailing the effectiveness of advertising strategies and make recommendations for improvements.
- Build and maintain relationships with media partners, influencers, and other stakeholders to maximize exposure and reach.
- Lead and mentor a team of marketing professionals. Provide guidance, support, and professional development opportunities.
- All other duties as may be assigned.

RELATIONSHIP TO OTHER DEPARTMENTS:

Reports directly to the Director of Marketing. Work closely with the marketing team to conceptualize and execute design projects that meet strategic goals. Collaborate with other departments to fulfill their design needs, ensuring timely delivery and quality of work.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Advertising, Business, or a related field.
- Minimum of 5 years of experience in advertising or marketing, preferably in the casino or hospitality industry.
- Strong understanding of advertising principles and strategies.
- Proficiency in digital marketing tools and platforms (e.g., Google Ads, social media advertising).
- Excellent communication and presentation skills.
- Creative thinking and problem-solving abilities.
- Strong analytical skills with the ability to interpret data and make data-driven decisions.

- Highly organized with the ability to manage multiple projects simultaneously.
- Results-oriented and proactive.

EMPLOYMENT STATUS:

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

