



JOB DESCRIPTION

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

GENERAL DESCRIPTION:

The Social Media Manager will be responsible for developing and implementing social media strategies to enhance the casino's brand, engage with our audience, and drive traffic to our website and physical location. This role requires a strategic thinker with a passion for social media, excellent communication skills, and a deep understanding of the latest trends and best practices in digital marketing.

DUTIES AND RESPONSIBILITIES:

- Develop and execute comprehensive social media strategies that align with the casino's overall marketing goals and brand identity.
- Create, curate, and manage high-quality, engaging content for all social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok).
- Monitor and respond to social media interactions, including comments, messages, and reviews, in a timely and professional manner.
- Analyze social media metrics and insights to measure the effectiveness of campaigns and strategies, providing regular reports to management.
- Stay up-to-date with the latest social media trends, tools, and best practices, and apply this knowledge to improve the casino's social media presence.
- Manage social media advertising campaigns, including budget allocation, targeting, and performance analysis.
- Identify and engage with influencers and brand advocates to expand the casino's reach and credibility.
- Monitor competitors' social media activities and industry trends to identify opportunities for innovation and improvement
- All other duties as may be assigned.

RELATIONSHIP TO OTHER DEPARTMENTS:

- Reports directly to the Director of Marketing. Collaborate with the marketing team to develop integrated campaigns that drive brand awareness, customer engagement, and traffic to the casino. Coordinate with other departments, such as events, promotions, and customer service, to ensure cohesive messaging and brand consistency.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience as a Social Media Manager or similar role, preferably in the hospitality, entertainment, or gaming industry.
- Strong understanding of social media platforms, algorithms, and analytics tools.
- Excellent written and verbal communication skills, with a keen eye for detail.
- Creative mindset with the ability to generate innovative content ideas.

- Proficiency in social media management tools (e.g., Hootsuite, Buffer, Sprout Social) and graphic design software (e.g., Adobe Creative Suite, Canva).
- Ability to work independently and collaboratively in a fast-paced environment.
- Strong organizational and time management skills, with the ability to handle multiple projects simultaneously.
- Experience with social media advertising and campaign management.
- Digital Media experience is a huge plus

EMPLOYMENT STATUS:

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

