



Spotlight 29 Casino Job Description



Job Title:	Marketing Manager
Department:	Marketing
Wage/Salary:	DOE
Reports To:	Director of Marketing
FLSA Status:	Exempt
Prepared By:	Sharon Marshall
Prepared Date:	April 30, 2018
Approved/HR:	Sharon Marshall
Approved/GM:	Michael Frawley

SUMMARY:

Manage the design, development, and implementation of marketing, advertising, entertainment and promotional efforts for the Casino operation including direct marketing efforts, personally or through subordinates.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Upon request, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Provide outstanding customer service to guests and all other employees by exceeding our mission statement: “We are here for the guest. Period”
- Oversee the development and execution of the short and long- range strategic marketing and business plans for the Casino, including casino marketing promotions, entertainment, special events, and budget compliance controls.
- Execute and monitors strategic marketing plans, both short and long range, to achieve Casino objectives regarding revenue, profitability, and market share.
- Research and analyze data related to the profitability of marketing programs and adjust strategy and tactics to increase effectiveness for changing market and competitive conditions.
- Coordinate with creative team to develop innovative designs for all Casino communications and collateral.
- Provide technical and organizational oversight for all promotional and direct marketing activities including developing offers and events; executing targeted outreach to retain and develop market share.
- Develop ideas and opportunities for entertainment, advertising and public relations activities that promote the Casino.

- Manage the development, implementation, and operation of marketing information into functional systems for the organization.
- Ability to read and interpret artist and vendor contracts to ensure requirements are met for both the venue and contracted party.
- Ability to read and interpret national riders to specify all needs for both the artist and the venue.
- Ensure all internal casino check requests, catering orders, work orders, etc. are submitted correctly and in a timely manner.
- Oversee, evaluate, and analyze marketing surveys on current and new product concepts and provide feedback for future marketing strategy adjustments to meet changing market and competitive conditions.
- Create systems for providing customer service and responding to customer inquiries via telephone, online networks, in person and mail.
- Handle customer problems that appear to arise from service issues.
- Establish and maintain relationships with internal and external customers, as well as industry influencers and key community and strategic partners.
- Resolve conflicts and facilitates changes in the structure of marketing group to ensure objective fulfillment and swift response to marketing problems and opportunities.
- Responsible for training new or existing employees on job responsibilities
- Must be available by cell phone 24 hours a day, seven (7) days a week.
- Is responsible for writing marketing and promotions Internal Control Standards.
- Update the current Minimum Internal Control Standards (MICS) for the Marketing department.
- Ensure compliance with all Minimum Internal Control Standards (MICS) as well as all Tribal Internal Control Standards (TICS).
- Must be capable of presenting a positive image of the Casino to its guests and vendors and to assist them as required.
- Must follow all safety policies and procedures and attend all scheduled safety meetings and training as a condition of employment.
- Perform any other duties that may be assigned from time to time.

SUPERVISORY RESPONSIBILITIES:

Carry out managerial responsibilities in compliance with Spotlight 29 and Tortoise Rock Casino's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

EDUCATION AND EXPERIENCE (MUST BE DOCUMENTED):

- Must possess high school diploma or equivalent
- Four (4) year degree preferred and minimum Five (5) years of experience in a Marketing Management role
- Minimum Two (2) years experience in Database analysis

CERTIFICATION, LICENSES AND ANY ADDITIONAL REQUIREMENTS:

- Must pass periodic random drug screens
- Must be able to pass background suitability investigation
- Must obtain a Tribal Gaming License
- Must provide proof of eligibility to work in the United States within 72 hours of employment

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Upon request, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit, talk, or hear. The employee is frequently required to stand, walk; use hands to finger, handle, or feel; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

- The Casino is open 24 hours per day, seven (7) days per week; therefore, you must be flexible to work any and all shifts.
- The Casino is a gaming facility.
- The Casino is not a smoke-free environment.
- Be aware that surveillance cameras and audio equipment monitor the premises recording activity throughout the facility on 24-hour, 7- day per week basis.

INDIAN PREFERENCE ACT:

The Twenty Nine Palms Band of Mission Indians has a resolution on file with Human Resources to ensure that Indian Preference will be adhered to in the following order in accordance with IPA:

1. Tribal Members
2. Other Native Americans
3. All other ethnic groups

I have read and understand all of the elements of the above Marketing Manager Job Description.

Signature

Date