



Posted: June 2nd, 2026 Deadline: Until Filled

JOB DESCRIPTION

POSITION: **Marketing Coordinator**

DEPARTMENT: **Marketing**

LOCATION: **Resort**

SUPERVISOR: **Director of Marketing**

EMPLOYMENT: **Full-Time/Part-Time**

PAY RATE: **\$17.00 - \$25.00/Hour (Non-Exempt) D.O.E**

LICENSE STATUS: **Key-Employee**

DESCRIPTION:

In this role, the coordinator will help grow the brand and improve brand reconciliation to increase sales and to develop campaign strategies to promote NWCR brand, products and services. The coordinator will create consistent, effective promotional campaigns and develop effective marketing strategies.

JOB RESPONSIBILITIES:

- Shall be required to read, implement, and adhere to all NWCR Policies and Procedures, LVD Gaming Ordinance, Tribal/State Gaming Compact, NIGC Minimum Internal Control Standards, Indian Gaming Regulatory Act, LVD Tribal Internal Control Standards, Title 31 Minimum Internal Control Standards, NWCR Casino Employee Handbook, Marketing Department Policy and Procedure Manual.
- Generates new and repeat business to achieve the goals and objectives of the company.
- Supervise on and off-site events, establish criteria for these events and promote NWCR online.

- Create and edit video for digital marketing campaigns on social media platforms.
- Monitor Trends in social media and digital marketing
- Designing Visual Campaigns, social media posts, online advertisements, Marketing Emails, blogs posts, website, search engines and mobile apps
- Developing online marketing campaigns and strategies to reach the targeted or larger audience.
- Track analytics to monitor performance and identify ways to improve future marketing efforts.
- Collaborate with Marketing Director to establish and manage criteria for guest tiers and develop, analyze, and modify reinvestment strategies to maximize profitability.
- Supervises and organizes VIP parties, special events and promotions
- Represents management at special events both on and off property.
- Maintain up to date knowledge of all gaming machines, table games, promotions, events, entertainment, and general property information.
- Coordinates with the Marketing department and other departments to maximize communication.
- Displays a responsive and professional manner in promptly responding to all requests, complaints, and problems.
- Required to maintain proper attendance including reporting to work on time in accordance with applicable policies.
- Responsible for enforcing all rules, regulations, policies and procedures set forth by the resort.
- To remain in compliance with Casino Regulatory policies and procedures, employees are required to attend all necessary meetings and training facilitated by Management.
- Due to changes and modifications in the job from time to time, employees are required to be flexible and assume other responsibilities assigned by management as deemed necessary.
- Shall be required to read, implement, and adhere to all NWCR Policies and Procedures, LVD Gaming Ordinance, Tribal/State Gaming Compact, NIGC Minimum Internal Control Standards, Indian Gaming Regulatory Act, LVD Tribal Internal Control Standards, Title 31 Minimum Internal Control Standards, NWCR Casino Employee Handbook, Marketing Department Policy and Procedure Manual

MINIMUM QUALIFICATIONS:

- Bachelor's degree in marketing or related field and a minimum of 1 year of experience in Marketing or Casino Host, or an equivalent combination of education and applicable experience
- Must have a High School Diploma or GED.
- Proficient in MS Word, Excel, Outlook, and Power point programs.
- Proficient in Konami Patron Management, Oracle Discoverer or similar
- Must complete all training as required.
- Must maintain a positive attitude and exhibit personality.

- Must be available weekends, nights, holidays, and special events.
- Must be flexible with scheduling and possibility to be on call.
- Must have excellent problem-solving skills, attention to detail, and sound, timely decision making.
- Ability to communicate effectively orally and in writing is required.
- Demonstrated ability to work independently and establish priorities is required.
- Attention to detail and accuracy is required.
- Ability to establish professional and harmonious working relationships on all projects and with all parties involved.
- Subject to drug and alcohol testing in accordance with the Lac Vieux Desert Gaming Facility Policy Book.
- Must pass background checks and other pre-employment screenings necessary to receive and maintain a Gaming License.

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties and skills required of personnel so classified. Management retains the right to add or to change the duties of the position at any time. Must be able to pass a pre-employment drug screen and applicable background checks related to the position.

PREFERENCE FOR HIRING:

Preference shall be given when it is established that the applicant meets the qualifications as stated in the job description. The following order shall be adhered to for hiring:

- **Enrolled LVD Tribal Member**
- **Parents/Legal Guardian of LVD Tribal member children and spouses of Tribal Members**
- **Other Native Americans**
- **All Others**

Date Approved by LVD Gaming Commission:

Date Approved by the Public Enterprise Finance Commission (PEFC): June 1, 2026

Northern Waters Casino Resort

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Sign _____ Date _____