



**POSTED: May 16<sup>th</sup>, 2023**

**DEADLINE: Until Filled**

### **JOB DESCRIPTION**

**POSITION:** Director of Marketing

**DEPARTMENT:** Marketing

**SUPERVISOR:** General Manager

**LOCATION:** Resort

**EMPLOYMENT:** Full-Time

**SALARY:** \$50,000 - \$70,000 (Exempt) D.O.E

**LICENSE STATUS:** Key-Employee

### **DESCRIPTION:**

The Director of Marketing is responsible for the overall marketing & advertising strategies, campaigns, player development, staff development and overall performance of the marketing department. In cooperation with the leadership team they develop, organize and initiate the entertainment and promotional activities of the Resort. The Director is responsible for the Development and success of the Player development team, the marketing team and the overall brand for the Resort. Shall be required to read, implement, and adhere to all NWCR Policies and Procedures, Employee Handbook, LVD Gaming Ordinance, LVD Gaming Code, Tribal/State Gaming Compact, NIGC Minimum Internal Control Standards, Indian Gaming Regulatory Act, LVD Tribal Internal Control Standards, Title 31 Minimum Internal Control Standards, and Gaming Promotions and Player Tracking System of Internal Control Standards.

### **RESPONSIBILITIES:**

- Provide excellent Guest Service to guests, internal and external, through active guest engagement and positive attitude.

- Develop, implement, and/or make changes to the gaming operations gaming promotions and player tracking system.
- Develop an overarching Brand strategy.
- Develop a comprehensive reinvestment program for all guests.
- In a team environment create internal and external communications (monthly reports, staff e-mail messages, monthly telephone) to our team members.
- Develop, implement and track recruiting tactics to attract new independent patrons via direct mail/ email/ online/ fax/ call campaigns/ Facebook/ blogs, etc.
- Manage and schedule marketing team member's employees.
- Create and maintain all concept materials (brochures, flyers, advertisements, etc.).
- Recommend and implement marketing strategies to achieve maximum participation in promotional events. Participate in developing new concepts to determine market desire and outreach methods.
- Responsible for compiling competitor information and finding niches in the marketplace.
- Responsible for Casino entertainment strategy and booking.
- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with marketing personnel and other managers.
- Negotiate contracts with vendors and distributors to manage entertainment and delivery of marketing campaigns.
- Use forecasting and strategic planning to ensure the probability of success and measure future trends.
- Create pre- and post-formats for all programs.
- Coordinate and participate in promotional activities and trade shows.
- Initiate market research studies and analyze their findings.
- Consult with customers to gain insight regarding the types of products or services expected to be in demand.
- Ability to create outcomes using statistical formulas in order to extract necessary data and determine outcomes for strategic use.
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- Assists in the development of policies and procedures.
- Responsible for enforcing all rules, regulations, policies and procedures set by Resort.
- Responsible for the training, supervision, scheduling and development of all Department Team members.
- Due to the dynamic Casino Environment from time to time, we require employees to be flexible and assume other responsibilities assigned by management.

**MINIMUM QUALIFICATIONS:**

- Must have a High School diploma or GED.
- 5 years Marketing experience in a leadership role.
- Demonstrated proficiency in computer software applications (Microsoft Office Products Word and Excel, Outlook, FrontPage).
- Must be able to work weekends and Holidays.
- Some travel is required.
- Must be well-groomed appearance and present self in a respectful and courteous manner.
- Ability to work independently while maintaining a close relationship with all departments and supervisors is required.
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from groups of managers, customers, and the general public.
- Ability to manage multiple tasks simultaneously.
- Must pass background checks and other pre-employment screenings necessary to receive and maintain a Gaming License.

**PREFERRED QUALIFICATIONS:**

- Ten (10) + years in marketing Management or related field
- 4-year Degree in marketing and or combination of field related experience

*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, 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**

<p>Date Approved by LVD Gaming Commission: 04/24/2023</p> <p>Date Approved by the Public Enterprise Finance Commission (PEFC): 4/28/2023</p> <p>Northern Waters Casino Resort  P.O. Box 129, N5384 US 45  Watersmeet, MI 49969  Email: <a href="mailto:hr@lvdcasino.com">hr@lvdcasino.com</a>  Website: <a href="http://www.lvdcasino.com/Content/Careers.cfm">http://www.lvdcasino.com/Content/Careers.cfm</a>  Phone: 906-358-4226 Ext. 7318  Fax: 906-358-4913</p> <p>Sign _____ Date _____</p>
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