



POSTED: January 8th, 2024

DEADLINE: UNTIL FILLED

JOB DESCRIPTION

POSITION: Marketing Associate

DEPARTMENT: Marketing

LOCATION: Resort

SUPERVISOR: Director of Marketing

EMPLOMENT: Full-Time

PAY RATE: \$14.00-\$17.00 per hour D.O.E. (Non-Exempt)

LICENSE STATUS: Key-Employee

DESCRIPTION:

The Marketing Associate will report to the Director of Marketing and will be responsible for assisting the Marketing Team with the daily tasks associated with everyday operations. The Associate will be required to follow a flexible schedule, including evenings, weekends, and holidays. All job duties must be performed within the guidelines of the Resort Gaming policies and procedures, and Minimum Internal Control Standards (MICS) and objectives.

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 Controls Standards, Title 31 Minimum Internal Control Standards, NWCR Casino Employee Handbook, Marketing Department policy and procedure manual.

- Develop and maintain public relations functions with city, state, county organizations i.e., chamber of commerce, to promote casino interest and good will.
- Must provide information by working closely with Hotel, Event Center, Golf Course and Casino teams.
- Maintain Casino Social Media pages with updates, promotions, event details, etc.
- Manage donation requests from local organizations, benefits, events.
- Manage the upkeep, placement, and additional locations of all donation boxes, including updating signage.
- Create coupons for promotions.
- Assist with tracking concepts, including ensuring all departments have signed documents, proper copies are being sent to individual departments, making edits as needed and communicating those updates.
- Organize and manage inventory for marketing storage areas.
- Provides support to the Marketing Director in executing a variety of Marketing functions.
- Communicate regularly with employees and keep them informed on all Casino promotions, activities, and events.
- Attend mandatory meetings and training sessions.
- Screen incoming calls, make referrals, and follow up with inquiries.
- Able to provide marketing information by answering questions and requests.
- Provide assistance to ensure teamwork is a shared responsibility by completing various tasks that may be required by supervisor.
- Work independently to coordinate projects.
- Provide exceptional customer service to all patrons and communicate in a pleasant, friendly, and professional manner always. Maintain a professional work environment with managers and staff.
- Assist with events, promotions, and other projects as directed.
- Make informed decisions and suggestions for company improvement.
- Work on or support special projects as requested.
- Due to the dynamic Casino Environment, must be flexible and assume other responsibilities as assigned.

MINIMUM QUALIFICATIONS:

- High School Diploma or GED
- Some knowledge of gaming facilities and operation.
- Must have interpersonal skills to deal effectively with all business contacts.
- Strong administrative organizational and communication skills.
- Must be able to work in a busy, fast paced, and a possible crisis, that can and do arise on occasions.
- Must have the ability to deal effectively with guests, management, employees, and outside contact while working independently to meet deadlines.
- Ability to make sound decisions, possess leadership abilities and problem-solving skills.
- Some travel and weekend commitment will be required.
- Knowledge of computer applications including Word, Excel, and Microsoft Outlook.
- Ability to work independently and establish priorities.

- Attention to detail and accuracy.
- Ability to establish professional and harmonious working relationships on all projects and with all parties involved.
- Must be a minimum of 18 years of age or older upon employment.
- Must be able to read, write, speak, and understand English. Must be able to respond to visual and aural cues.
- Must be able to manage multiple tasks, be well organized and communicate in a positive and professional manner.
- Possess ability to manage simultaneous projects while recognizing that we are efficient and effective in a constant, fast paced work environment.
- Demonstrate the ability to provide courteous, friendly, and efficient service as well as superior guest and employee interactions.
- Must have basic marketing abilities and abilities to develop and achieve goals, also able to understand directions clearly and carry out assignments in a timely manner.
- Must be able to lift up to 50 pounds and be able to work varying shifts including nights, weekends and holidays.
- Must pass background checks and other pre-employment screenings.
- Must be able to receive and maintain a Gaming License.

PREFERRED QUALIFICATIONS:

- At least 1 year working in a Gaming department.
- Associate degree from an accredited college in marketing or business.
- Previous casino customer service experience.

PHYSICAL REQUIREMENTS:

- Must be able to sit, stand or walk for long periods of time and move through all areas of the casino.
- Must maintain physical stamina and proper mental attitude to work under pressure in a fast-paced, casino environment and effectively deal with customers, management, employees, and members of the business community in all situations.
- Must have the ability to push, pull, reach, bend, twist, stoop and kneel.

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

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.

Date Approved by LVD Gaming Commission:

Date Approved by the Public Enterprise Finance Commission (PEFC): 08/29/2023.

Northern Waters Casino Resort

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Sign _____ **Date** _____