

JOB DESCRIPTION

POSITION: Director of Marketing

POSTING DATE:

WAGE: \$80,000 Salaried/Negotiable

CLOSING DATE:

Reports Directly to: Casino General Manager

Location: Gaming Division

Every employee of North Star Mohican Casino Resort is expected to greet and service our customers in a friendly, respectful manner and create a warm, fun atmosphere so that our customers feel welcome and enjoy visiting our establishment. North Star Mohican Casino Resort strives to provide a positive team environment where everyone contributes.

STANDARD QUALIFICATIONS:

All employees of North Star Mohican Casino Resort must meet the following qualifications.

1. Must be able to obtain and maintain a Mohican Nation Gaming License.
2. Must submit to a Criminal Investigation Background Check (CIB).
3. Must maintain an acceptable departmental attendance record.
4. Must submit to and pass a pre-employment drug screening and health screening.
5. Must be able to work weekends, nights and holidays.

STANDARD DUTIES:

1. Must attend all training as required by the organization.
2. Must adhere to all established rules, regulations, procedures, and policies of North Star Mohican Casino Resort and the Marketing Department.
3. Must participate in employee random drug testing program.
4. Must be able to work with a variety of people with diverse personalities.
5. Must attend all meetings, as required by the organization.
6. Must dress professionally.
7. Must be reliable and prompt when reporting to work.
8. Must maintain compliance with all workplace policies, procedures, ordinances, laws and other communicated expectations, including but not limited to: Employment Manual, gaming Ordinance, State Gaming Compact, Minimum Internal Controls, Department Procedures, memos and other communication from supervisory or regulatory personnel.
9. All other assigned duties.

EDUCATIONAL REQUIREMENTS:

1. A Bachelor's Degree in Marketing, Business Administration, Hospitality & Tourism or other related field is required.

QUALIFICATIONS:

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1. Five (5) years of operational experience in gaming is required and demonstrate extensive knowledge and experience in the fundamental marketing areas of Branding, Advertising, Promotions, Player Development, and Graphic Content Management.
2. Three (3) years of management experience is required that includes:
 - a. Development of department standard operating procedures.
 - b. Development and monitoring of multiple department budgets.
 - c. Supervision of staff which includes hiring, training, disciplinary issues, and performance evaluations.
3. Prior experience as a Director of Casino Marketing, in a casino with at least 800 gaming machines, is preferred.
4. Must demonstrate the ability to:
 - a. Organize, prioritize, and implement assigned duties in an efficient and effective manner.
 - b. Effectively learn new industry practices.
 - c. Define problem areas within the Gaming Departments and develop plans to correct the problems.
 - d. Multi-task on different projects and directives at one time.
 - e. Handle pressure situations in a professional and calm manner.
 - f. Communicate effectively (verbal and written) in day-to-day, pressure, and challenging situations.
5. Must possess and demonstrate strong analytical and decision making skills to effectively manage the Marketing Department under the Gaming Division.
6. Demonstrated ability to comprehend and operate within federal, state, and tribal regulatory guidelines.
7. Must have demonstrated ability to maintain satisfactory working record in any prior or current employment.
8. Must submit three (3) references that reflect the experience and character of the applicant.
9. Must possess a valid Wisconsin driver's license and have insured/reliable transportation.
10. Must meet the insurability guidelines of Mohican Nation Insurance.
11. Must have demonstrated ability to maintain satisfactory working record in any prior or current employment.

DUTIES:

1. The Casino Director of Marketing will work in conjunction with Casino CFO to identify expenditures to use marketing-budgeted funds to maximize rate of return.
2. Responsible for development of a marketing plan **and** an advertising plan at six-month intervals.
3. Responsible for the development of marketing goals and strategies that are in line with the overall business goals as determined by the Casino General Manager.
4. Will be responsible for development and implementation of Branding, Advertising, Promotional, and Player Development strategies that effectively meets the operational needs of North Star Mohican Casino Resort. This individual shall be responsible to operate the departments under the Marketing Department in accordance with all policies, rules, regulations, and tribal ordinances as adopted by the Stockbridge-Munsee Tribal Council.
5. Provide leadership direction for the areas under the Marketing Department. This includes Advertising, Promotions, Special Events, Player Development, Graphics/Media, Social Media, Entertainment, Mobile Marketing, eCommerce, VIP Relations, Guest Surveys, Public Relations, and Mohican RV Park.
6. Address and correct audit findings in regards to the Marketing Department.
7. Responsible for development of the annual marketing strategic plan and budget forecast that will be approved by the General Manager.

8. Ensures that pro forma and post forma evaluations are conducted for all promotions and special events in a timely manner.
9. Meets with revenue-generating departments on a monthly basis to discuss strategic planning and to ensure marketing support of the operations.
10. Conducts market and demographic research to properly segment the customer base for efficient and profitable operation.
11. Consolidate, review, and prepare a monthly marketing report consisting of all marketing functions under the Gaming Division.
12. Develop Branding strategies that are clean, clear, and consistent to North Star Mohican Casino Resort's external customers and internal organization.
13. Establish an effective advertising plan that effectively reaches our core markets in a cost effective manner.
14. Establish player development and promotional strategies that provide continual customer and financial growth to North Star Mohican Casino Resort.
15. Implement industry best practices/standards and continuously improve areas under the Marketing Department.
16. Must work cooperatively with all regulatory boards.
17. Develop performance measures for all areas under the Marketing Department to monitor work performance and take corrective action when necessary.
18. Be an effective communicator to ensure marketing staff clearly understands their duties and has the proper resources to carry out those duties.
19. Promote positive public and employee relations that enable North Star Mohican Casino Resort to be the state's friendliest casino.
20. Must maintain an excellent departmental attendance record.
21. Works cooperatively with the revenue-generating departments to ensure proper support of all resort amenities that are proportionate with their profit contribution margins.
22. Creates pro and post formas to evaluate promotions, special events and entertainment, and adjusts the Marketing Plan based upon evaluated outcomes on a monthly basis.

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT:

1. Constant hand movements (repetitive motions: grasping, holding, use of finger dexterity). Required to use hands to finger, handle or feel objects, tools or controls; and reach with hands and arms.
2. Constant walking and standing which may include kneeling, crouching, reaching and bending.
3. Occasional pushing/pulling, lifting and/or moving up to sixty (60) pounds.
4. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision and depth perception and the ability to adjust and focus.
5. Work is generally performed in a casino setting with a higher noise level and where cigarette smoke is prevalent.
6. Work environment is **NOT** smoke, noise or dust free.

Note: Applicant must include resume with employment application.

**THE STOCKBRIDGE-MUNSEE COMMUNITY OPERATES AS AN EQUAL OPPORTUNITY EMPLOYER
EXCEPT INDIAN PREFERENCE IS GIVEN IN ACCORDANCE WITH THE
TRIBAL EMPLOYMENT PREFERENCE ORDINANCE**

