



Menominee Casino Resort

2nd Posting

Position Marketing Director

Job Status Full-Time

Minimum Age 21

Wage \$Negotiable

Date Posted Thursday, October 14, 2021 12:00:00 AM

Date Closed

FIRST POSTING: OPEN 5 DAYS AND LIMITED TO ANY ENROLLED MENOMINEE TRIBAL MEMBER. SECOND POSTING: OPEN TO THE GENERAL PUBLIC.

SUMMARY

The Marketing Director is responsible for the successful operation of Menominee Casino Resort/Thunderbird Complex marketing, including development and implementation of gaming/hotel—orientated promotions, collateral materials, entertainment, advertising, and travel programs. Responsible for the supervision and performance of the Guest Services Manager, Tour and Travel Staff, Analyst, Advertising, and Marketing Coordinator. The Marketing Director will supervise the overall operation of the marketing department for all marketing programs designed to generate property and event awareness and casino revenue. The Marketing Director is expected to follow all applicable Federal, State, and Tribal Laws.

Responsible for planning, developing, implementing and evaluating all Market Development operations and promotions.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Plan, develop, and coordinate a comprehensive marketing, advertising, and promotional strategic plan in accordance with Casino policy to increase the Casino market share, revenue, and community awareness.
2. Develop and ensure annual department budget compliance and department staffing needs.
3. Administer personnel functions and provide supervision and leadership for the Marketing and Advertising department.
4. Develop marketing programs based on player information and work with other departments to implement programs, which will generate revenue for the casino and keep the gaming product fresh and attractive to drive-up players.
5. Monitor, and evaluate the performance of entertainment, advertising, tour and travel, promotions and player programs, with appropriate recommendations to ensure enhanced quality and profits.
6. Effectively communicate marketing and promotional information to all staff, with the Communications Specialist.
7. Ensure that all internal controls and procedures are approved and implemented accurately for each event.
8. Identify target markets and develop appropriate direct mail campaigns for targeted events.

- Communicate regularly with group customer, tour operators and private fleet companies; evaluate the effectiveness of their programs, and implement plans and policies to increase that effectiveness.
- Plan yearly departmental budget, and ensure maximum utilization of budget.
- Ensure compliance with all policies and procedures.
- Represent the Menominee Gaming Entities at Public Functions as needed.
- Assist with settling disputes with customers, guests and employees as needed.
- Maintain confidentiality in all aspects of work related issues.
- Must possess a great deal of energy, flexibility, and creativity in addition to strong administrative, organizational, communications, and interpersonal skills.
- Must be detail orientated, organized, and ability to handle multiple tasks simultaneously.
- Possess ability to interact with all levels of management and employees.
- Possess integrity, confidentiality and discretion in handling company information.
- Must be energetic, organized, hardworking, and able to function in a fast-paced environment.
- Must be able to work flexible hours, evenings, weekends, and holidays.
- Responsible for maintaining a consistent, regular attendance record.



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- Perform all other duties assigned by the General Manager.

SUPERVISORY RESPONSIBILITIES

QUALIFICATION REQUIREMENTS

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

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Minimum Requirement:

Bachelor's degree from an accredited college/university in Marketing, Business Admin., Hospitality or related field and five to seven years' experience in a progressively responsible position within marketing, hospitality or advertising field, plus three to five years direct supervisory experience.

Preferred:

Master's degree from an accredited college/university in Marketing, Business Admin., Hospitality or related field and seven to ten years' experience in a progressively responsible position within a marketing, hospitality or advertising field, plus five to seven years direct supervisory experience.

Ordinance 82-10 Menominee Preference will be followed.

SPECIAL QUALIFICATIONS

1. Submission of Marketing Plan.
2. Must possess knowledge of surrounding market.
3. Demonstrated knowledge of marketing programs for development of promotions, and special events in a casino environment is essential.
4. Successful candidate must be an experience results oriented hands-on professional with demonstrated leadership abilities.
5. Must be proficient with player tracking systems and/or analytical software.
6. Must be able to obtain and maintain a valid gaming license, and successfully complete pre-employment drug screening.

No person shall be eligible for employment at Menominee Casino Resort/Thunderbird complex if they have been convicted, or have a pending unresolved charge of:

- Any crime which would require compliance with the reporting requirements for sex offenders pursuant to Menominee or Wisconsin law; or
- A felony conviction of any kind in the immediately preceding two years
- A crime of any kind related to gambling in the immediately preceding two years
- A crime of any kind related to theft, fraud, or misrepresentation in the immediately preceding two years;
- A crime of any kind related to a crime of violence, or involving domestic violence, or a drug offense involving sale of drugs, or possession with intent to sell drugs during the immediately preceding two years.

“In addition to the minimum criminal background requirements listed above, employee must meet the minimum criminal background requirements necessary to obtain a gaming license as stated in Menominee Tribal Code Chapter 347 and the Tribal Gaming Compact.”

LANGUAGE SKILLS

Ability to read, analyze, and interpret documents, such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence.

MATHEMATICAL SKILLS



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Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals.

REASONING ABILITY

Ability to apply commonsense understanding to carry out instructions furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables.

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. 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 talk or hear. The Employee is also regularly required to stand; walk; sit; and use hands to finger, handle, or feel objects, tools or controls. The Employee is occasionally required to reach with hands and arms, and to sit; climb or balance; and stoop, kneel, crouch or crawl.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the 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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.