

PARAGON CASINO RESORT

Job Description

MARKETING MANAGER

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| Department: | Marketing | Reports to: | Vice President of Marketing |
| Job Code: | MGR06 | License: | Gaming |
| Position Code: | MGR003 | Costing: | 800 8500 8518 |
| Pay Grade: | E9 | Date: | 12/1/20 |
| EEO-1 Code: | 1.2 | | |

SUMMARY:

Responsible for the planning, development, coordination, and execution of all activities relating to database marketing campaigns, including the overall integrity of customer data and Club Paragon. Provides and/or assists with analysis as needed.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Responsible for all direct marketing programs for the property including direct mail, emails, SMS, and VIP campaigns as well as Club Paragon operations.
- Assists with the selection, training, development, evaluation and supervision of Associates in the areas of Database/Direct Mail Operations and Club Paragon.
- Manages and oversees activities of Associates in the areas of Database/Direct Mail Operations and Club Paragon.
- Administers property's Milestone program. Includes item selection, ordering, inventory, reporting, and monitoring.
- Serves as a resource on all player database marketing functions.
- Works with various departments ensuring data accuracy and implementing safeguards for data entry and data collection.
- Provides recommendations for marketing initiatives.
- Maintains database integrity and works closely with IT department in troubleshooting issues.
- Gathers, modifies and queries data needed for Direct Marketing lists for campaigns as well as formatting and delivering the lists to appropriate parties.
- Sets up direct marketing programs within Patron Management.
- Develops and manages regularly scheduled reports for Direct Marketing department.
- Monitors and analyzes direct marketing programs.

- Conducts ad hoc reporting as directed by Vice President of Marketing
- Assists other departments in pre and post analysis of Events, Promotion, Entertainment, Player Development and other marketing campaigns as needed.
- Executes, monitors and reports on all content design requests (art, text, scripts, etc.), proofing of content (art, text, scripts, etc.), quotes obtained from vendors (for fees or postage), and payment to vendors as needed.
- Develops strong working relationships with internal departments as well as, outside vendors to coordinate all Direct Marketing campaigns.
- Assists the Direct Marketing team in validating data proofs for every Direct Mail campaign.
- Handles guest inquiries related to promotional offers.
- Serves as a resource to the Vice President of Marketing and assists with all budget, financial and strategic planning.
- Assists with analysis of player revenue trends using surveys and player frequency information as needed.
- Responsible for authorization and management of expenditures related to Database/Direct Mail and Club Paragon Operations.
- Performs other duties as assigned.

Paragon Casino Resort requires all Associates to consistently:

- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.
- Exceed Guests expectations with quality and friendly service.
- Treat all Associates and Guests with respect, dignity, integrity and sensitivity.
- Provide a safe working environment by complying with safety rules and reporting potential hazards.
- Comply with company performance standards and departmental policy and practices.
- Demonstrate pride and professionalism for the property, its goals and the Associate Pledge.
- Support training and development for all Associates.
- Communicate and share ideas, concerns and explain “Why” behind decisions.
- Maintain a consistent, regular attendance record.

SUPERVISORY RESPONSIBILITIES:

Directly supervises the Database Marketing Coordinator and the team at Club Paragon.

REQUISITE QUALIFICATIONS:

The requisite qualifications 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: Bachelor’s degree in Marketing or Computer Science required. Three years’ minimum experience in Database marketing and analysis, with one year minimum experience using relational databases (Access, SQL Server) and general financial analysis required. Minimum two years’ experience in players’ club operations or equivalent gaming floor customer service preferred.

Qualifications: Must be skilled in database building. Three years' experience in Direct Marketing required. Excellent organizational skills; experience with Microsoft Office programs, superior oral, written and interpersonal communication skills; ability to function both independently and in a team-oriented unit. Excellent project management and communication skills required. Must have excellent Excel and intermediate MS Access, Word and Power Point skills. Experience with various database systems such as VBA Scripts, Crystal Reporting, and database marketing tools like Viz Explorer and Experiture is preferred.

Must apply for, be granted and retain a valid Tribal Gaming License and State Gaming Certification during their employment with Paragon Casino Resort. Must have understanding of and abide by all regulations as stated in the Tribal-State Compact.

Language Skills: Ability to read, analyze, and interpret complex documents, such as technical journals, financial reports and database mapping. Ability to respond to common inquiries or complaints from guests, Associates or members of the business community. Ability to effectively present information in one-on-one and small group situations.

Mathematical Skills: Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals, and works with mathematical concepts.

Reasoning Ability: Ability to define problems, organize data, establish facts and draw valid conclusions. Must be able to provide solutions to Associates and Guest issues, both real and perceived.

Physical Demands: The physical demands described here are representatives of those that must be met by an Associate 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, the Associate is regularly required to talk or hear. The Associate is also regularly required to stand; walk; sit; and use hands to finger, handle, or feel objects, tools or controls. The Associate is occasionally required to reach with hands and arms, and to stand and sit for long periods of time; climb or balance; and stoop, kneel, crouch or crawl.

The Associate is regularly required to lift and/or move up to twenty-five (25) pounds.

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 Associate 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 Associate is regularly exposed to the risk of radiation (from computers), as a great deal of the workday is spent working on the computer system.

The Associate must be able to work an irregular work schedule as the position requires a broad variety of tasks and deadlines.

The noise level in the work environment is usually moderate.