

PARAGON CASINO RESORT

Job Description

VICE PRESIDENT OF MARKETING

Department:	Marketing	Reports to:	General Manager-Executive VP
Job Code:	VP02	License:	Gaming
Position Code:	VP008	Costing:	800 8500 8501
Pay Grade:	E13	Date:	1/8/2021
EEO-1 Code:	1.1		

SUMMARY:

Responsible for the successful overall coordination, administration and direction of the Advertising, Direct Marketing, Entertainment, Promotions and Events, Executive Host, Casino Host, , VIP/Casino Services and Club Paragon Departments on property while making a maximum utilization of established budget, in alignment with the Mission and Objectives of Paragon Casino Resort.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Responsible for overall management supervision of Advertising, Direct Marketing, Entertainment, Promotions and Events, Executive Host, Casino Host, VIP/Casino Services , Club Paragon Departments.
- Responsible for design, implementation, maintenance, and expansion of Marketing Division marketing plan. Develops Marketing budgets and ensure maximum utilization of budget; as well as development of new market strategies, while making a maximum utilization of established budget.
- Facilitates the flow of information throughout Marketing by organizing and presiding over regularly scheduled departmental meetings.
- Maintains appropriate staffing levels in Marketing by interviewing, selecting, training, scheduling, evaluating, assisting with career development, promoting, disciplining and terminating Associates as needed.
- Participates in formulating and administering company policies and developing long-range goals and objectives.
- Reviews and analyzes activities, costs, operations and fore cast data, to determine department progress toward stated goals and objectives.
- Confers with General Manager, to review achievements and discuss required changes in goals or objectives.
- Coordinates with the marketing management team, on design, development, implementation and post-event evaluation of all appropriate events and initiatives. Submits recommendations for special events and marketing programs.
- Oversees the establishment and evaluation criteria for reinvestment to all customer levels.
- Responsible for overseeing design, implementation, maintenance, and expansion of advertising plans to

- create positive casino image and motivate casino travel.
- Monitors advertising campaigns and promotions, production of signage, collateral materials, video and photography products and customer response programs.
- Responsible for the oversight and execution of all entertainment aspects as they relate to entertainment events, and concerts.
- 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 activities of the Director of Advertising, Director of Marketing Programs, Director of Entertainment Operations, Executive Hosts, Casino Host Manager, Casino Services Manager and the Preferred Players’ Club Senior Supervisor.

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 Business, Marketing or related field or five years of related experience at a Director of Marketing or above level. Minimum of seven to ten years in casino, marketing or sales and advertising, in the hospitality business category with progressive supervisory experience, including Director level experience.

Qualifications: Must be extremely people oriented and computer-literate.

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 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 the groups of managers, clients, customers, and the general public.

Mathematical Skills: Ability to work with mathematical concepts such as probability and statistical inference.

Reasoning Ability: Ability to define problems, collect data, establish facts and draw valid conclusion. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

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 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 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 noise level in the work environment is usually moderate.