

PARAGON CASINO RESORT

Job Description

DIGITAL MEDIA SPECIALIST

Department:	Marketing	Reports to:	Director of Advertising
Job Code:	SPL01	License:	Gaming
Position Code:	SPL010	Costing:	800 8500 8511
Pay Grade:	E7	Date:	3/2/22
EEO-1 Code:	9		

SUMMARY:

Responsible for the creation, development and deployment of digital content related to activities on property, in alignment with the mission and objectives of Paragon Casino Resort and in full accordance with all operational policies and procedures.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Responsible for digital content including but not limited to graphics and copy for social media, web, digital signage and email from creation through deployment to market Paragon Casino Resort and the Tunica-Biloxi Tribe of Louisiana.
- Communicates with outside agencies and vendors to ensure all jobs are complete in a high-quality, cost effective and timely manner.
- Coordinates with Casino and Marketing Associates to ensure content is reviewed and approved.
- Implement strategic plans and approaches to drive consumer engagement and cultivate loyal advocates for the property across all relevant social media platforms.
- Collaborate with the marketing team to align social media messages with the overall marketing calendar to promote entertainment, promotions, special events, and other property marketing efforts.
- Monitor messaging effectiveness and leverage social media channel response to identify new opportunities to improve message performance.
Statistical reporting of internet activity for overall web site and social sites.
- Develop and oversee social media campaigns and contests across all relevant social media platforms.
- Develop and post carefully crafted responses to posts by the property's social media audience on behalf of Paragon Casino Resort, as needed.
- Monitor online advertising technology and actively stay ahead of industry trends in order to contribute to the success of the company in all digital environments.
Attend and participate in meetings, completing follow-up as assigned.
- Attend and participate in off property functions and events as assigned.
- Maintain confidentiality of information related to marketing events and promotions until such time that it is approved to release to the public.
- Performs other duties as assigned.

Paragon Casino Resort requires all Associates to consistently:

- 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.

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 of Science degree in marketing, digital media, visual communications, graphic design or equivalent in related area, or a combination of related education and practical experience in graphic design for marketing or advertising.

Work experience as a digital media specialist or digital marketing manager

Solid knowledge of and experience using Adobe Creative Suite and media editing software

Experience with web content management systems

Excellent analytical and project management skills

Strong verbal and written communication skills

Team player, who is able to work collaboratively across various departments.

Ability to manage multiple priorities and perform under tight deadlines.

Training and experience in web design, animation, videography and photography a plus.

Qualifications: Must possess excellent knowledge of graphic software applications, communication, organizational, and analytical skills.

Must apply for, be granted and retain a valid Tribal Gaming License 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 and analyze, and interpret instructions furnished in written, oral or diagram form. Ability to respond to common inquiries or complaints from guest, regulatory agencies, or members of the business community.

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

Reasoning Ability: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to apply commonsense reasoning to a variety of situations.

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.

The Associate must frequently lift and/or move up to twenty-five (25) pounds.

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.