

**PARAGON CASINO RESORT  
Job Description**

**MARKETING SPECIALIST**

<b>Department: Marketing</b>	<b>Reports to:</b>	<b>Entertainment &amp; Convention Center Manager</b>
<b>Job Code: SPL03</b>	<b>License:</b>	<b>Gaming</b>
<b>Position Code: SPL009</b>	<b>Costing:</b>	<b>800-8500-8501</b>
<b>Pay Grade: E8</b>	<b>Date:</b>	<b>05/12/2021</b>
<b>EEO-1 Code:</b>		

**SUMMARY:**

Responsible for successfully overseeing the daily activities of box office ticketing and sales. Assists in the coordination, implementation, execution and evaluation of all events in the Entertainment department. In addition, acts as a support for all areas within Marketing department, aiding with enrollment of new accounts, reissuance of cards for existing members, providing guests with information about Club Paragon and assisting with ongoing/upcoming promotions.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following:

- Has a full comprehension of the Ticketmaster system and manages all aspects of setting up events, venue seating, box office sales, reporting and box office settlements.
- Acts as a liaison between the artist and all essential departments necessary to execute entertainment events successfully.
- Assists with the negotiations of any contract changes with artist, agents, attorneys and any other entertainment entities.
- Assists with the coordination and facilitation of all rider needs and advancement of shows. Coordinates transportation arrangements between artists and casino transportation department. Arranges rooms for all artists, stagehands and production companies. Coordinates dressing room hospitality between artist and Food & Beverage.
- Oversees, organizes and trains concert ushers.
- Assists with monthly financials, re-classes and variance reports, as well as annual budget process for Entertainment department.
- Maintains spreadsheets for contract status, weekly ticket reports, entertainment venue updates and other entertainment statistics.
- Executes the distribution of artist contracts and tracks payment requests for artist's follow-up to make sure check is ready when needed.
- Enters player data in to the player rewards program, opening new accounts for customers and issuing cards to the players' club members. Provide guests with information regarding the players club and casino promotions.

- Be able to work varied schedules and additional duties as assigned. Most days scheduled for this role will encompass working holidays, nights, and weekends.
- Must provide a high level of customer service at all times providing a delightful experience for our target markets while maintaining operational excellence.
- Must have excellent computer skills for achieving detail and accuracy.
- Performs other duties as assigned.

***Paragon Casino Resort requires all Associates too 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.

**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:** Bachelors or Associate degree or equivalent experience. Must have a minimum of (2) years in each of the following; entertainment coordination experience, (preferably with Ticketmaster system experience to include seating, box office sales and settlement) as well as casino marketing experience in players’ club and/or promotions. Experience in multiple jurisdictions preferred.

**Qualifications:** Must possess excellent communication, organizational and analytical skill. 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 complex documents, such as technical journals, financial reports and legal documents. Ability to write reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers and the general public. Ability to speak effectively before groups of guests or associates of the organization.

**Mathematical Skills:** Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio and percent and to draw and interpret bar graphs. Must be able to thoroughly understand the mathematical concepts of probability and statistical inference.

**Reasoning Ability:** Ability to apply commonsense understanding to carry out instructions furnished in written, oral or diagram form. Ability to deal with problems involving a few concrete variables in

standardized 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.

The Associate may be 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 noise level in the work environment is usually moderate. During entertainment events, the noise level increases to loud. The casino environment is usually smoky.