

PARAGON CASINO RESORT

Job Description

DIRECTOR OF DATABASE / PLANNING & ANALYSIS

Department:	Executive	Reports to:	General Manager
Job Code:	DIR03	License:	Gaming
Position Code:	DIR21	Costing:	600 6000 6012
Pay Grade:	E13	Date:	3/14/2019
EEO-1 Code:	1.2		

SUMMARY:

Responsible for the planning, development, execution and the overall integrity of customer data and as well as analysis of all database marketing campaigns. Responsible for coordinating, directing, and implementing all functions pertaining to analyzing departmental actual and budgeted Financial, Labor, Gaming, Food and Beverage, Operational, and Marketing data in addition to development of forecasting models, in accordance with the established company policies, procedures and controls, while maintaining the strictest level of confidence.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Reviews and supervises the preparation, distribution, and analysis of various daily, weekly and monthly Financial, Labor, Gaming, Marketing, Operational, and Food and Beverage reports.
- Reviews month-end profit and loss statements, statistical reports, and variance analysis for trends or signs of strengths or weaknesses.
- Coordinates and participates in monthly financial statement review.
- Supervises and assists in the preparation of budgets for all departments, ensuring the integrity and consistency of all financial data produced.
- Responsible for performing analysis on gaming profitability, slot profitability, casino marketing results, player or group profitability, promotions and direct mail results, and host/rep. performance.
- Establishes a system of trouble shooting financial problems, to ensure cost effectiveness throughout the property.
- Communicates with the Finance Department in an effort to ensure consistency in procedures between Planning and Analysis and the Finance Department.
- Leads all Competitor Analysis
- Through the administration of the ART committee:
 - Assists in the development of analytic models for marketing programs and special projects by articulating assumptions, guidelines, target markets, segmentation and objectives for marketing and operational models, proposals and tracking.

- Reviews and comments on date developed to answer questions within the analytic models as well as consult on final conclusion, recommendations, and presentation formats for analytical reports.
 - Works with DBEs and Analysts to verify accuracy of data samples for analytic models and resolves issues related to data transfer from databases.
 - Sets and chairs regular meetings of ART while compiling agenda items and minutes for ART meetings.
 - Finalizes report presentations and distribution.
- Directs preparation of studies, reports, and analyses in areas such as budgets, forecasts, financial plans, governmental requirements, statistical reports, cash flow projections, and business forecasts.
 - Establishes databases of pertinent information for use in analyzing future plans and forecasts.
 - Coordinates with all levels of management to gather, analyze, summarize, and prepare recommendations regarding financial plans, acquisition activity, new business planning, trended future requirements, government requirements, and operating forecasts.
 - Researches and prepares economic reports on subjects such as rate of return, depreciation, working capital requirements, investments opportunities, investment performance, and impact of governmental requirements.
 - Reviews departmental reports, addressing potential conflicts, and/or misinformation.
 - Formulates, administers and enforces departmental policies and performance standards.
 - Maintains appropriate staffing levels in the Planning and Analysis Department by interviewing, selecting, training, scheduling, evaluating, promoting, assisting with career development, disciplining, and termination Associates as needed.
 - Sets priorities for the Analysts and DBEs, providing guidance and assistance as needed.
 - Responsible for conducting staff meetings with the Analysts ensuring that all policies and procedures are communicated properly.
 - Ensures that a maximum level of service and satisfaction throughout the property is achieved and maintained by the Analysts.
 - Ensures that a proper level of continuing education and training is achieved and maintained by the Analysts regarding analytic software, techniques and requirements.
 - Held accountable, to a very high degree, for the accuracy and thoroughness of departmental records and reports.
 - Responsible for all direct marketing programs for the property including direct mail, emails, SMS, and VIP campaigns.
 - Serves as a resource on all player database marketing functions.
 - 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.
- Monitors and analyzes direct marketing programs.
- Assists the Direct Marketing team in validating data proofs for every Direct Mail campaign.
- Analyzes player revenue trends using surveys and player frequency information.
- 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 all associates of the Planning and Analysis Department.

Provides guidance to the database team as needed.

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 Accounting, Business Administration, Marketing, Computer Science or related area from a four-year college or university; and six to ten years related experience in combined experience of both database and analytics.

Qualifications: Must possess excellent communication, organizational, and analytical skills. Experience with gaming, budgeting, financial reporting, expense analysis, cost benefit analysis, and financial statement interpretation required. Knowledge of database marketing principles and systems; proficiency in Microsoft Office and SQL DML and DDL scripts is required; ability to write and build queries and produce analytical, financial and operational reporting required.

Must be extremely number-oriented and computer-literate, with superior spreadsheet skills. Minimum of five (5) years experience in analysis or related area in the gaming industry, required.

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 the most complex of documents, such as technical journals, financials reports and legal documents. Ability to respond to common inquiries or

complaints from guests, regulatory agencies, 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, decimals, and work with mathematical concepts such as probability and statistical inference.

Reasoning Ability: Ability to define problems, collect data, establish facts, and draw valid conclusions. 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 Associate is regularly exposed to risk of radiation (from computer), as a great deal of the workday is spent working on spreadsheets or inputting data into the computer system.

The noise level in the work environment is usually moderate.