

PARAGON CASINO RESORT

Job Description

DIRECTOR OF DATABASE MARKETING

Department:	Marketing	Reports to:	VP of Marketing
Job Code:	DIR03	License:	Gaming
Position Code:	DIR012	Costing:	800 8500 8518
Pay Grade:	E12	Date:	01/25/23
EEO-1 Code:	1.2		

SUMMARY:

Responsible for the successful planning, coordination, administration, and execution of activities relating to Database/Direct Mail Operations in alignment with the mission and objectives of Paragon Casino Resort and in full accordance with all Operational Policies and Procedures and Gaming Regulations.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Responsible for the development, implementation, management and evaluation of Database/Direct Mail Operations.
- Responsible for the selection, training, development, evaluation and supervision of Associates in the areas of Database/Direct Mail Operations.
- Develops and guides strategic direction of Database/Direct Mail Operations at Paragon Casino Resort based on ongoing tracking and analysis.
- Manages and oversees activities of Associates in the areas of Database/Direct Mail Operations.
- Held accountable for authorization and management of expenditures related to Database/Direct Mail Operations.
- Maintains a thorough knowledge of the competition.
- Establishes and evaluates criteria for reinvestment to all customer levels.
- Facilitates the flow of information throughout the department, by organizing and presiding over regularly scheduled meetings.
- Prepares and defends annual budget and marketing plan for Database/Direct Mail Operations.
- Performs other duties as assigned.

Paragon Casino Resort requires all Associates to consistently:

- 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 any database/direct mail associates.

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 from a four-year college or university; or five to seven years related experience in casino marketing or hospitality customer relationship management and/or training; or an equivalent combination of education and experience.

Qualifications: Must be guest service oriented and computer literate. Must possess excellent communication, organizational and analytical skills. Must be proficient in database marketing principles and systems, Microsoft Access and Excel; the ability to build queries and produce analytical, financial and operational reports. Experience with IGT Advantage system 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 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 to top management, public groups and/or Boards of Directors.

Mathematical Skills: Ability to concepts such as fractions, percentages, ratios, and proportions to practical situations.

Reasoning Ability: Ability to apply commonsense understanding to carry out instructions furnished in written, oral or diagram form. Ability to deal with problems involving several 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.

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.