

PARAGON CASINO RESORT

Job Description

GRAPHIC ARTIST

Department:	Marketing	Reports to:	Senior Graphic Artist
Job Code:	ART01	License:	Non-Gaming
Position Code:	ART001	Costing:	800 8500 8511
Pay Grade:	E6	Date:	06/07/12
EEO-1 Code:	3		

SUMMARY:

Responsible for the successful overall coordination, administration and execution of advertising copy 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 graphic design and production of ads, brochures, flyers, coupons and signage to market Paragon Casino Resort and the Tunica-Biloxi Indians 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 all marketing collateral are properly reviewed and approved.

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.

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 degree in Graphic Design or equivalent in related area, or a combination of related education and practical experience in graphic design for marketing or advertising.

Qualifications: Must possess excellent knowledge of graphic software applications, communication, organizational, and analytical skills. Must be knowledgeable in design processes, print production, prepress, outdoor, and direct mail production.

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.

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.