

PARAGON CASINO RESORT

Job Description

DIRECTOR OF ADVERTISING

Department:	Marketing	Reports to:	Vice President of Marketing
Job Code:	DIR02	License:	Gaming
Position Code:	DIR001	Costing:	800 8500 8501
Pay Grade:	E12	Date:	01/01/2024
EEO-1 Code:	1.2		

SUMMARY:

Responsible for the direction, design, implementation, maintenance, and expansion of an overall advertising/media (traditional and digital) plan to create a positive company image, overall awareness, and messaging that helps drive trips and headcount to the property. Also responsible for the successful management and execution of social media marketing, public relations (awareness, community, crisis), and entertainment (including supervising concert/show/Club Mezazz execution, banquet setup/tear down).

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Oversees the management and production of advertising campaigns and promotions, production of signage, collateral material, video, and photography productions.
- Responsible for overall management and supervision of the Advertising, Social Media, Public Relations, and Entertainment Departments.
- Assists the Vice President of Marketing in developing and managing the Advertising, Social Media, Public Relations, and Entertainment Budgets, and ensures maximum utilization of budget.
- Responsible for the selection, training, evaluation and supervision of all Advertising, Social Media, Public Relations, and Entertainment Department Associates.
- Assists the Vice President of Marketing in ensuring maximum utilization of the budget, personnel internal and outside resources.
- Supervises and evaluates outside agencies to ensure the appropriate execution of marketing plans.
- Assists the property and the Vice President of Marketing in managing all donations, charitable giving activities, sponsored events and activities outside of Paragon's internal events.
- Works closely with everyone in marketing and other depts. to coordinate marketing activities and to ensure proper messaging about other activities on property to the public
- 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 department 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: Associate Degree in Advertising or Marketing or related area from a two or four-year college or university; ideally experience booking/working with live entertainment and contracts, riders; and mandatory 2 to 5 years working for an advertising agency where candidate had direct experience with a casino client(s) and/or 2 to 5 years working in an advertising capacity at a casino property, ideally one with a hotel and other non-gaming amenities.

Qualifications: Must possess excellent communication, organizational, writing and analytical skills. Must have supervisory experience; ideally managerial experience. Computer literate in Microsoft Excel and Word or related software.

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, client, customers and the general public. Ability to speak effectively before groups of guests or associates of the company.

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. Also must be able to thoroughly understand the mathematical concepts of probability and statistical inference.

Reasoning Ability: Ability to apply commonsense understanding to carry out instruction 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.

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.

Our business is 24 hours a day, 7 days a week. Candidate must be willing to work more than 40 hours a week on a regular basis; and work nights, holidays, and weekends.