

PARAGON CASINO RESORT

Job Description

DATABASE MARKETING MANAGER

Department:	Marketing	Reports to:	Dir of Database Marketing
Job Code:	MGR09	License:	Gaming
Position Code:	MGR003	Costing:	800 8500 8518
Pay Grade:	E10	Date:	4/23/25
EEO-1 Code:	1.2		

SUMMARY:

Responsible for the planning, development, coordination, and execution of all activities relating to database marketing, including the overall integrity of customer data. Serves as “power user” for all marketing technologies. Provides and/or assists with analyses as needed. The Database Marketing Mgr is responsible for the successful execution of Marketing Campaigns, including but not limited to campaign build, list generation, program build, execution, and reporting. Ensures the integrity of the player tracking databases; is an expert at analyzing trends and KPIs in customer behaviors and spend throughout the property to make recommendations on sales, marketing, and customer service strategies.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Reports to the Director of Database Marketing.
- Responsible for all marketing campaigns including but not limited to direct mail, email, SMS, mobile app and phone blasts.
- Administers property milestone program, which includes item selection, ordering, inventory, and reporting.
- Works with various departments ensuring data integrity and implementing safeguards for data entry and collection with all marketing technologies.
- Provides recommendations for marketing initiatives.
- Works closely with IT department in troubleshooting issues.
- Gathers, modifies, queries, and provides data needed for campaigns as well as proofs and loads anything required for campaigns.
- Provides and/or assists with analyses or ad hoc reporting as needed.
- Assists other departments in pre/post analysis of events, promotions, entertainment, player development and any other marketing initiatives as needed.
- Executes, monitors and reports on all content design requests (art, text, scripts, etc.), proofing of content (art, text, scripts, etc.), quotes obtained from vendors (for fees or postage), and payment to vendors as needed.
- Develops strong working relationships with internal departments as well as, outside vendors to coordinate all marketing communications.

- Handles guest inquiries related to marketing offers.
- Serves as a resource to the marketing department and assists with all budget, financial and strategic planning.
- Responsible for co-authorization and management of expenditures related to database and direct mail.
- Responsible for all campaigns builds, offer assignments, and communications.
- Maintains the Direct Mail calendar.
- Coordinates all email deployments.
- Manages all elements of campaigns: segmentation, creative, proofing, internal and external communication, reporting, etc.
- Ensures the integrity of the database for accuracy and protection of proprietary guest and gaming data.
- Responsible for monitoring database health & campaign specific KPIs.
- Marketing subject matter expert for the casino's CRM along with working knowledge for the systems used at Paragon.
- Manages all marketing campaign program Proformas and Postformas.
- Manages EDW and CRM business rules needed to support campaigns strategy and execution.
- Work along with Development team to accomplish needed elements for CRM campaigns.
- Directly responsible for all Direct Marketing budgets (OPEX, CAPEX, Free Play) and all elements of it (forecast, reconciling, purchasing requisition process).
- Develops and manages regularly scheduled reports in partnership with Director of Planning & Analysis.
- Carry out managerial responsibilities in accordance with the organization's policies and applicable laws.
- Coordinating with all internal departments, external vendors and/or agencies.
- Execution on A/B testing plan set forth by the VP of Marketing and/or executive mgmt. team.
- Assists with establishing, updating, and ensuring full compliance with departmental Internal Controls, policies, procedures.
- Assists with other major Marketing programs.
- Able to manage relationships with all external vendors.
- Respond to guest inquiries through multiple inbound channels in timely fashion.
- Experience with Direct Mail specifications print production & postal regulations.
- Clear and concise communication.
- Public speaking and presentation.
- Strong relationship-management skills.
- High ability to multitask.
- Pleasant, friendly, and welcoming attitude.
- Knowledge of property wide marketing activities.
- Assist in other areas of marketing as needed.
- 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 all database and direct mail activity for the property.

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 Marketing or Computer Science required. Three years’ minimum experience in database marketing and analysis, with one-year minimum experience using relational databases (Access/SQL Server) and general financial analysis required. Minimum two years’ experience in players’ club operations or equivalent gaming floor customer service preferred.

Qualifications: Must be skilled in database building. Three years’ experience in direct marketing required. Excellent organizational skills; experience with Microsoft Office programs, superior oral, written and interpersonal communication skills; ability to function both independently and in a team-oriented unit. Excellent project management and communication skills required. Must have excellent Excel and intermediate MS Access, Word and Power Point skills. Experience with various database systems such as 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 database mapping. Ability to respond to common inquiries or complaints from guests, Associates 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, and decimals, and works with mathematical concepts.

Reasoning Ability: Ability to define problems, organize data, establish facts and draw valid conclusions. Must be able to provide solutions to Associates and Guest issues, both real and perceived.

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 stand and sit for long periods of time; climb or balance; and stoop, kneel, crouch or crawl.

The Associate is regularly 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 Associate is regularly exposed to the risk of radiation (from computers), as a great deal of the workday is spent working on the computer system.

The Associate must be able to work an irregular work schedule as the position requires a broad variety of tasks and deadlines.

The noise level in the work environment is usually moderate.