

PARAGON CASINO RESORT

Job Description

DATABASE MARKETING COORDINATOR

Department:	Marketing	Reports to:	Manager of Database Marketing
Job Code:	COR02	License:	Gaming
Position Code:	COR004	Costing:	800 8500 8518
Pay Grade:	E6	Date:	10/22/19
EEO-1 Code:	5		

SUMMARY:

Responsible for coordinating, implementing, and evaluating all phases of Direct Marketing for Paragon Casino Resort as directed by the Manager of Database Marketing and the Vice President of Marketing.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Coordinates all aspects of direct marketing operations across all marketing departments and for all marketing channels of contact (mail, email, voice, mobile, etc.) with personalized and mass direct marketing operations.
- Assists with all aspects of direct marketing operations across all marketing departments and all marketing channels of contact (mail, email, voice, mobile, etc.) with personalized and mass direct mail operations.
- 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.
- Assists with reporting and analysis of various direct mail redemptions
- Provides assistance with and monitors direct marketing planning schedule to guarantee mail dates are being met in a timely manner.
- Coordinates and executes all changes or revisions made to mailers, invitations, brochures and other collateral.

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: High school diploma or general education degree (GED) required. Marketing, Technology, Communications or Liberal Arts degree preferred. A minimum of two (2) years in database management and/or tracking and reporting analysis, or an equivalent combination of education and experience required.

- **Qualifications:** Must possess strong communication skills in both written and oral English and organizational skills required. Must be familiar with, and able to operate computers, computer software and printers. Must have an understanding of software applications used in marketing. Must be proficient in Microsoft Office applications, including Microsoft Word, Microsoft Excel and Microsoft Access. Create and maintain data in MS-Access or other Microsoft data products.
- Able to build tables and query data in MS-Access or other Microsoft or outside vendor data products.

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 simple documents, such as safety rules, operating and maintenance instructions, and procedure manuals.

Mathematical Skills: Ability to add, subtracts, multiply and divides 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 interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

- Translate Promotion and Direct Marketing Program details into data to be entered into computer systems.
- Enter translated data into computer systems, verify accuracy of data in computer systems and verify computer systems will properly execute Promotions and Direct Marketing Programs.

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 is regularly required to 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 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 noise level in the work environment is usually moderate.