

Walker's Bluff Casino Resort  
Job Description

Job Title: **Marketing Director**  
Function: Administration  
Department: Marketing  
Reports To: General Manager & Chief Marketing Officer

**Position Summary:** *Briefly describe the job's primary purpose or contribution to the department or organization.*

The Marketing Director will oversee and provide strategic direction to staff in carrying out advertising, promotions, player development and entertainment for the resort. The position will work with operations to develop effective marketing and advertising programs that support all aspects of the resort including non-gaming amenities. Working closely with the Chief Marketing Officer and Shared Services, they will develop and execute short and long-range advertising and marketing plans to enhance the opportunity for market share and profit growth. The Marketing Director will utilize analytics and reports, industry trends, competition and demographics to capitalize on marketing opportunities and stay competitive in the industry.

**Essential Duties and Responsibilities:** *List the job's most important functions and responsibilities. Include all important aspects of the job, whether performed daily, weekly, monthly, annually, or any that may occur at irregular intervals.*

- Work with the General Manager, Chief Marketing Officer, and ECR Marketing to develop the annual marketing budget and plan to include both property initiatives and Elite Casino Resorts marketing initiatives covering all areas of marketing including the Resort Club, player development, direct mail, advertising, public relations, promotions, entertainment, and special events.
- Spearhead the execution of the marketing plan by training and engaging the marketing team to support all marketing activities including planning, test/control, tracking, merchandising, etc.
- Understand key marketing performance indicators, data and reports, and system tracking resources to ensure performance to budgets and satisfactory profit/loss ratios are attained for various marketing programs working closely with Business Intelligence to measure outcomes.
- Lead the development of monthly marketing calendars and production needs according to specified timelines and work closely with those helping to fulfill monthly marketing needs including direct mail, email, SMS, graphic design.
- Ensure completion of monthly competitor tracking information and oversee the shopping program.
- Actively pursue positive relationships within the community and region to expand marketing opportunities that support acquisition goals and seek opportunities to continually activate new customers.
- Work closely with external-agency partners to schedule advertising to reach desired demographics through newspaper, radio, television, billboard, etc. and work with the ECR Digital Marketing Specialist to develop quarterly and annual digital advertising, social media and reputation management goals.
- Distribute and share important marketing initiatives, reports and KPIs with the property General Manager and leadership team to garner understanding and support as well as communicate outcomes to expectations.
- Ensure all creative is done in accordance with the brand guidelines for Elite Casino Resorts and the resort location.
- Provide internal signage and support to promote all outlets and promotions within the resort.
- Continually search out new markets, identify consumer needs and effectively match and/or package existing products to meet needs.
- Provide on-going training to ensure staff is making sound reinvestment decisions and remain thoroughly knowledgeable of the card program, club benefits, resort amenities/promotions and all marketing programs and promotions.
- Oversee and administer policy and procedure for operational initiatives, event/promotional support, Resort Club operations, player development operations and marketing administration.
- Work closely with operations to develop specific advertising plans to achieve each outlet's annual goals.
- Communicate all casino and outlet promotions and events to the ECR Business Intelligence team in the monthly marketing planning and proforma process.
- Keep up on casino and non-gaming promotion performance and communicate results to the General Manager and Department Directors.
- Communicate all marketing updates and changes to the General Manager and Department Directors.
- Provide feedback to General Manager regarding service levels, profitability and opportunities.
- Ability to travel to other Elite Casino properties to understand their marketing operations and assist with projects as necessary.
- Provide exceptional guest service for all external and internal customers.
- Responsible for the operation of the Marketing department, successful performance of employees, and a favorable guest experience.
- Responsible for effectively managing, delegating duties, and the performance and development of department staff; inclusive of interviewing, hiring, training, evaluating, coaching, and termination of staff.
- Manage expenses based on budgeted guidelines and business volumes to include payroll and staffing levels.
- Perform all functions of personnel within span of control, as needed.
- Must maintain reasonable accessibility by phone for business purposes.

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**Essential Duties and Responsibilities:**

- Assure an environment which emphasizes cooperation, communication, and teamwork with all departments.
- Support compliance with all internal procedures and regulatory requirements, including those associated with underage and intoxicated guests.
- Support current law and policy to provide a work environment free from illegal and discriminatory behavior.
- Promote and ensure the safety and security of all guests and employees.
- Complete job duties with minimal supervision, maintain acceptable attendance, and use appropriate judgment and decision-making skills.
- Serve as periodic Manager on Duty (MOD), responsible for the direct supervision of all Casino operations and conduct of Casino employees while on duty.
- Job duties, tasks, work hours, work requirements, and other duties as assigned may be added or changed at any time.

**Knowledge, Skills, and Abilities:**

- Bachelor's degree in Marketing or Business and five (5) years of experience directing a professional marketing department or comparable management experience required.
- Proven success in areas of advertising, digital marketing, direct mail, social media, budgeting, financial planning, profitability, productivity and concept of development required.
- Proven experience creating, proofing and implementing direct marketing programs.
- Previous casino management experience preferred.
- Ability to conceptualize, create and execute promotions that entice patron visits and spend.
- Ability to analyze a patron's spend habits and corresponding value to the resort.
- Experience in dealing with media agencies is preferred.
- Must be willing/able to work a varied work schedule in order to lead a 24/7 operation, including nights, weekends, and holidays.
- Must be able to stand/walk for up to eight (8) consecutive hours.
- Ability to effectively utilize conflict-resolution techniques.
- Ability to analyze and interpret departmental needs and results.
- Has the resiliency to deal with difficult guests in all types of business conditions and the ability to work effectively and courteously with fellow employees.
- Ability to maintain strict confidentiality including, but not limited to, employee data, player activity, claim activity, financial data, marketing plans, and policies.
- Ability to perform assigned duties under frequent time pressures and in an interruptive environment.
- Ability to use telephone, copy/fax machine, hand-held radio, and any department-specific equipment, tools, and computer software.
- Excellent computer skills in a Microsoft Windows environment. Must include Excel and skills in database management and record keeping.
- Ability to solve complex problems and maintain mental concentration for significant periods of time.
- Ability to perform a broad variety of tasks and deadlines with an irregular work schedule.
- Above average oral and written communication skills allowing effective communication with guests and all levels of employees.
- Ability to work in casino and office environment with excessive noise levels, bright lights, and smoke environment.
- Knowledge of all facilities and promotional events available to guests on property.

**Job Specific Knowledge:** *The use of practical procedures and knowledge, specialized techniques, and learned skills.*

- **Mastery** – Mastery of theories, principles, and complex techniques or the diverse, cumulative equivalent gained through broad seasoning and/or special development. Typically requires a Master's degree (M. A.) or equivalent; minimum of ten years related experience and/or training; or equivalent combination of education and experience.

**Managerial Knowledge:** *The planning, coordinating, directing, and controlling activities and resources associated with the organization or function.*

- **Director** - Direction of a major unit with noticeable functional diversity or guidance of a function(s) which significantly affects all or most of the organization.

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**Human Relations Skills:** *The active (either face-to-face or telephone) interpersonal skills needed to facilitate relationships with other people either within (co-workers) or outside (customers, vendors) the organization.*

- **Critical** – Skills in understanding and motivating people and negotiation. This is the highest level of interpersonal skills, usually required for positions that are accountable for the development, motivation, assessment, and reward of other

**Thinking:** *The scope the person must think to perform the essential functions of the position.*

- **Broadly Defined** – Thinking within concepts, principles and broad guidelines towards the organization’s objectives or functional goals. This is done in an environment that is intangible or unstructured.

**Problem Solving:** *The level of problem-solving complexity required of the person in performing the essential functions.*

- **Unique** – New or nonrecurring situations requiring the development of new concepts and imaginative.

**Decision Making:** *The degree of decision-making authority/autonomy required to perform the essential functions.*

- **Very High** – Broad organization policies, community or legislative limits, and the mandate of the organization.

**Scope:** *The breadth/scope of impact across the company this position has in performing the essential functions.*

- **High** – Results achieved affect all other departments and the company as a whole.

**Impact:** *The degree to which this position affects or brings about the results expected of their department or function.*

- **Primary** – Controlling impact – the position has effective control over the significant activities and resources which produce the results and is the sole position which must answer for the results.

<b>Physical Demands:</b>					
Up to 100%	Standing	50% - 75%	Lifting < 50 lbs	Up to 100%	Using hands/fingers to handle or feel
Up to 100%	Walking	25% - 50%	Lifting > 50 lbs	Up to 100%	Reaching with hands and arms
Less than 25%	Sitting			50% - 75%	Stooping, kneeling, crouching, or crawling
Less than 25%	Climbing				

**Certificates, Licenses, Registrations:**

- Must hold a valid gaming license in accordance with the Racing and Gaming Commission regulations.
- Must complete all company-required training within designated time frames.
- Must obtain direct deposit within one week of start date.
- Must be Serv-Safe certified or equivalent.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_