



Job title	<i>Casino Marketing Manager, #30027</i>
Reports to	<i>ABE Marketing Director</i>

Job Purpose

The Casino Marketing Manager manages the daily operations of Player Development, Casino Promotions and Special Events sections. The Casino Marketing Manager develops and implements both short and long term promotions and event plans and objectives and advances on casino floor promotions, gaming tournaments, slots, table games, bingo and other projects for the Sky City Casino. The position will have strong customer service focus and develop creative co-operative programs with other casino departments and enterprises of Acoma Business Enterprises (ABE). The Casino Marketing Manager is expected to serve as a public relations ambassador for all Acoma Business Enterprises and must be courteous and helpful to customers at all times. Other related duties may be directed by management.

Duties and Responsibilities

- Assist in the development of incentive programs, special events and other marketing programs.
- Execute and monitor strategic marketing plans, both short and long range, to achieve Sky City Casino marketing objectives.
- Administers the Players Club loyalty and reward program for Sky City Casino and all casino promotions and events with the assistance of other marketing staff and casino operational managers.
- Manages the reward program including player point system, redemption items, special incentive plans and special promotions.
- Provides advice on segmentation of the player database, the design of player level privileges, major prizeing and the design and content of direct marketing collateral materials.
- Develops innovative casino promotions and events including gaming tournaments, business partnerships, specific casino marketing plans for the slots, table games, and bingo departments, and exciting special events and promotions for casino patrons.
- Generates sponsorships for major promotions. Coordinates with outside agencies to promote and or produce promotions & events on site.
- Coordinates casino promotions and events with involved departments.
- Develops/creates co-operative programs to incorporate into marketing strategies. Creates profitable casino promotions for Sky City Casino.
- Develops and implements comprehensive pro-active plans to maximize conference center and VIP showroom usage and tournament schedules.
- Maintains schedules of upcoming promotions, events and tournaments. Works with Guest Services to accurately track promotions. Produces pre and post-event evaluation reports for the Marketing and Executive Management.
- Investigates, locates and purchases needed materials for promotions keeping in mind budgetary guidelines.
- Manages Casino Marketing budgets and cash flows.
- Routinely keeps in contact with VIP Guests and maintains guest relations.
- Researches database information to identify customer demographics and interests; consults with management on methods of targeting, developing and informing customers of upcoming hotel/casino special events.
- Maintains and updates customer database continually ensuring the highest level of data integrity, including measurement systems; maintains confidentiality of database and files.

- Responsible for working and assisting with other marketing projects including but not limited to promotions, events, entertainment, tournament, trade shows, and research as directed by management.
- Responsible for obtaining the written approvals for all promotions and elements used on behalf of Sky City Casino and all Acoma Business Enterprises.
- Assists in the coordination of and development of administrative projects, tasks, and special events.
- Assist in the hiring, directing and scheduling of team members; completes performance appraisals for department and may implement disciplinary procedures.
- Must be presentable when reporting to work, wearing appropriate business attire. Good personal hygiene required.

Minimum Qualifications

Education/Experience:

- High School Diploma or Equivalent Required.
- Associates degree in Marketing, Communications or related field required.
- Bachelor's degree in Marketing, Public Relations or Tourism preferred.
- Minimum three years Casino Marketing or agency experience.
- Must be 21 years of age or older per Gaming Regulations.

Skills, Abilities, Knowledge and Other Qualifications:

- Ability to obtain and maintain an Acoma Gaming License.
- Skill in customer service and ability to remain calm and cheerful in stressful situations.
- Skill in maintaining a friendly demeanor at all times and performs job requirements with a Smile, Eye Contact & Greeting.
- Skill in exhibiting good to excellent interpersonal skills and be able to communicate complex or unwelcome information courteously and helpfully to guests, co-workers, and management.
- Skills in computer literacy. Proficiency with Advanced Microsoft Office applications.
- Skill in grammar, spelling, writing and editing techniques.
- Skill to effectively multitask and have strong written/oral communication.
- Skill in prioritization, delegation and time management.
- Skill in mathematical dictation, dialogue, statistic inference.
- Skill in understanding concepts such as fractions, percentages, ratios and proportion to practical situations.
- Ability to communicate effectively in the English language, both verbally and in writing.
- Ability to respond to guest inquiries and concerns.
- Ability to work independently and meet strict time lines.
- Ability to work under pressure and a fast paced casino business environment.
- Ability to make solid decisions and exercise independent judgement
- Ability to maintain confidentiality.
- Ability to operate a motor vehicle.
- Ability to work effectively with other department team members.
- Knowledge of Konami Gaming Systems.
- Knowledge of Player Tracking Software.
- Knowledge of marketing principles and methods involving promotions, products showcasing.
- Knowledge of understanding Minimum Internal Controls (MICS), Title 31 Regulations, National Indian Gaming Regulations.

Working conditions

Working conditions will be primarily in an interior, climate-controlled environment and may include exposure to moderate-to-heavy tobacco smoke and moderate-to-loud noise levels. Other conditions may require outside exposure to all weather conditions pending assignments. Working conditions may include high stress level, especially when deadlines are to be met. The position requires working days/evenings including weekends and special event shifts. Work Schedule may vary (7/24/365).

Physical requirements

Physical requirements include standing and walking for long periods of time and use of whole body motion and sitting for long periods of time at work station. Must be able to lift up to 50 pounds and perform repetitive tasks requiring manual dexterity, speed and concentration. Requires the visual acuity and manual dexterity to read and write reports.

Direct reports

Promotion Coordinators

Other

Background Investigation: This position is subject to a background check through the Acoma Gaming office. Selected individuals must successfully complete and pass all requirements to qualify for position.

Insurability; This positions requires to have a valid driver's license. Candidates must successfully complete a pre-employment motor vehicle check and must be insured through the company insurance carrier.

All Applicants must successfully pass a pre-employment drug screening prior to beginning employment and is subject to random drug testing during employment.

Selected applicant may be required to obtain a COVID-19 test prior to beginning employment and may be subject to further testing.

Acoma Business Enterprises is committed to achieving full equal opportunity without discrimination based on race, religion, color, sex, national origin, politics, marital status, physical disability, age or sexual orientation.

Acoma Business Enterprises (ABE) has implemented an Indian Preference Policy. It is the policy of Acoma Business Enterprises to give preference to any qualified person who is an enrolled Acoma Indian Tribal Member or non-Acoma tribal member of a federally-recognized Indian Tribe, pursuant to the Acoma Gaming Commission, Regulation 26 of the Acoma Gaming Regulations, Section 26.020. The application of Indian Preference is not automatic, an applicant must request for consideration for tribal preference. Applicants must provide tribal affiliation and registered census number. ABE is dedicated to policy of non-discrimination in employment on any basis including age, sex, color, race, creed, national origin, religion, marital status, sexual orientations, political belief or disability.