

Baraga Property

16449 Michigan Avenue
Baraga, MI 49908
906-353-6623 x4120
Fax: 906-353-8786



Marquette Property

105 Acre Trail
Marquette, MI 49855
906-249-4200 x244
Fax: 906-249-4401

Human Resources Office

OJIBWA CASINOS POSITION DESCRIPTION

JOB TITLE: Promotions Manager

DEPARTMENT: Marketing

LOCATION: Baraga & Marquette Casinos
(most work will be done out of **Baraga**)

SUPERVISOR: Marketing Director

WAGE: Grade 9
Min: \$16.33/hr.

CLOSING DATE: Open Until Filled

The Keweenaw Bay Indian Community does not discriminate on the basis of race, color, national origin, sex, religion, or age in employment. However, individuals of Indian Ancestry and Veterans will be given preference by law.

PLEASE SUBMIT APPLICATIONS AND RESUMES TO:
HUMAN RESOURCE DEPARTMENT

**16449 MICHIGAN AVENUE
BARAGA, MI. 49908**

OR

**105 ACRE TRAIL
MARQUETTE, MI 49855**

SUMMARY:

This position is responsible for assisting in the creation, planning and implementation of all promotions and special events for the Ojibwa Resort and Casinos. The Promotions Manager is required to work a flexible schedule including nights, weekends and holidays as needed/required. This is an exempt, salaried position and reports to the Director of Marketing.

QUALIFICATIONS/REQUIREMENTS

1. Bachelor's Degree in Marketing, Communications or related area preferred with one [1] year successful experience in Marketing or Events & Promotions development, implementation and oversight.

OR

Associates Degree in Marketing, Communications or related area AND a minimum of three [3] years successful experience in Marketing or Events & Promotions development, implementation and oversight.

OR

High School Diploma or Equivalency [GED] [Waived for individuals who are sixty two (62) years of age or older and possess the other qualifications listed in this job description.] AND five [5] years of successful experience in Marketing or Events & Promotions development, implementation and oversight.

2. Casino/gaming experience highly preferred.

3. Must be able to obtain and maintain a gaming license.

4. Excellent computer skills required with emphasis in MS Office Suite, specifically Excel and Power point. Adobe knowledge helpful.

5. Experience using Oasis360 or similar Casino Management System is preferred.

6. Must pass a pre-employment physical and drug test.

7. Must have strong verbal, written and organizational skills.
8. Must be able to plan, organize, and schedule priorities efficiently and effectively.
9. Must work with minimal direct supervision and successfully complete multiple tasks in required time frames.
10. Must have strong managerial skills with the ability to train, supervise and provide direction to Guest Services teams at each property.
11. Must possess excellent communication and customer/employee relation skills.
12. Must be innovative and able to design promotions that are strategically focused and profitable.
13. Must be willing and able to obtain additional education and training as needed.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Must adhere to strict confidentiality in all matters.
- Partners with Director of Marketing in coordinating, developing, and implementing short and long term planning of revenue generating promotions and yearly promotional calendar of events.
- Plays lead role in the creation, development and execution of all marketing, promotional and event advertising and support materials/collateral working with the Director of Marketing.
- Responsible for planning and ordering all promotional items/merchandise to assure successful promotions.
- Provides direct oversight of Guest Services Departments at both properties and leads training of its supervisors and clerks and provides performance reviews.
- Reviews applicable WICS Violations, Surveillance Reports and Revenue Audit Exception Reports with Guest Services personnel to counsel and minimize and prevent future errors.
- Creates and updates Promotional Activity/Event Notifications and SOP's for all events and promotions. Reviews monthly promotions with Guest Services staff so that they are fully briefed on said promotions.
- Works in close partnership with vendors to coordinate and manage project workflow to assure timelines are kept and that they stay within budgets established.
- Creates pro-formas, proposals and strategies for all marketing initiatives including but not limited to; concerts, promotions, events, tournaments, and direct mail initiatives.
- Communicates all information related to events and promotions to other operating departments.
- Reviews system data for monthly newsletters and proof reads content to assure accuracy.
- Prepares monthly Promotional Activity Report for inclusion in Monthly Marketing Council Reports.
- Determines staffing needs and schedules accordingly.
- Estimates, tracks and analyzes costs of promotional events & creates post-formas.
- Networks with local/regional businesses and festivals for event and sponsorship planning purposes.
- Prepares reports as requested by the General Manager and Marketing Director within the required time lines.
- Organizes mass marketing mailings to Players Club and prospective customers.
- Attending weekly marketing team meetings and other meetings as required.
- Adhere to all Casino Personnel Policies and Procedures and Departmental standard operating procedures, Gaming Ordinances N.I.G.A., and Tribal resolutions and laws.
- Performs all other job related duties and individual assignments as assigned.

PHYSICAL REQUIREMENTS:

- Must be able to carry and lifting up to twenty-five (25) pounds, bending/stooping, and kneeling may be required to perform the essential functions of the job. Work environment is not smoke, noise or dust free.
- Must adhere to the Tribe's Drug and Alcohol Free Workplace Policy during the course of employment.

WORKING ENVIRONMENT:

- Gaming work environment. Must be able to work various hours as needed, including weekends, holidays or nights.
- Must be willing to travel and participate in training as recommended or required.

This summary is intended to indicate the kinds of tasks that will be required of this position and shall not be construed as declaring what the specific duties and responsibilities of the position shall be. It is not intended to limit or modify the right of the supervisor to assign, direct and control the work of the employee, nor to exclude other duties not mentioned that are of a similar kind.

Updated job description 07/09/2019