

**PARAGON CASINO RESORT
Job Description**

MARKETING MANAGER

Department:	Marketing	Reports to:	VP of Marketing
Job Code:		License:	Gaming
Position Code:		Costing:	800 8500 8518
Pay Grade:	E10	Date:	09/14/23
EEO-1 Code:	1.2		

SUMMARY:

Responsible for assisting the VP of Marketing in all projects related to the successful planning, coordination, administration, and execution of various marketing projects and activities.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Responsible for the development, implementation, management, and coordination of various marketing-related projects and activities.
- Held accountable for authorization and management of expenditures related to these projects and activities.
- Maintains a thorough knowledge of the competition and surrounding DMAs, along with analytical information across all areas of marketing.
- Helps manage the reporting of monthly P&L variances, along with summarizing monthly expense trends across all areas of marketing.
- Facilitates the flow of information throughout the dept and to/from other depts, as well as scheduling, presiding, and organizing meetings as needed.
- Responsible for assisting in recruiting, retaining, selecting, training, developing, and mentoring Associates in various areas of marketing.
- Other duties as assigned, including administrative-based tasks.

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 and concerns and explain the “Why” behind decisions.
- Maintain a consistent, regular attendance record.

SUPERVISORY RESPONSIBILITIES:

None

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 from a four-year college or university; or 3-5 years related experience with a minimum of 3 years' experience in a casino marketing-related role.

Qualifications: Must be guest service oriented and computer literate. Must possess excellent communication, organizational and analytical skills. Must be proficient in casino database marketing principles and systems, Microsoft Access and Excel; the ability to build queries and produce analytical, financial and operational reports. Experience with IGT Advantage system 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 legal documents. Ability to respond to common inquiries or complaints from guests, regulatory agencies, or members of the business community. Ability to effectively present information to top management, public groups and/or Boards of Directors.

Mathematical Skills: Ability to concepts such as fractions, percentages, ratios, and proportions to practical situations.

Reasoning Ability: Ability to apply commonsense understanding to carry out instructions furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

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.

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 noise level in the work environment is usually moderate.