

# PARAGON CASINO RESORT

## Job Description

### ADVERTISING MANAGER

<b>Department:</b>	<b>Marketing</b>	<b>Reports to:</b>	<b>VP of Marketing</b>
<b>Job Code:</b>	<b>MGR05</b>	<b>License:</b>	<b>Gaming</b>
<b>Position Code:</b>	<b>MGR010</b>	<b>Costing:</b>	<b>800 8500 8511</b>
<b>Pay Grade:</b>	<b>E10</b>	<b>Date:</b>	<b>1/10/2025</b>
<b>EEO-1 Code:</b>	<b>9</b>		

#### SUMMARY:

Responsible for the coordination, administration, and direction of activities relating to Advertising, PR, Social Media, as well as established company policies and controls, while maintaining the strictest level of confidence throughout the Marketing Department, focusing on sensitivity and responsiveness to Associates.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Coordinates, manages and gives direction regarding the design, implementation, maintenance, and expansion of advertising/social media/PR jobs. These might also include donations/sponsorships.
- Oversees the production of signage, collateral materials, and video, and photography products within the budget and time deadlines.
- Oversees and ensures maximum utilization of the budget, personnel resources, and outside resources.
- Supervises the graphic artists and digital media specialist.
- With the support/approval of the VP of Marketing, the manager authorizes agency work and expenditures and monitors media buys and billings. Checks that agency work is consistent with the strategic direction of the casino.
- Communicates with the advertising agency and any outside vendors, along with other Paragon departments to ensure they have the information necessary from the advertising department to do their jobs.
- Other duties as assigned.

#### *Paragon Casino Resort requires all Associates to consistently:*

- 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:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements 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 in Advertising or Marketing or related area from a four-year college or university; or four to six years related experience and/or training; or an equivalent combination of education and experience.

**Special Qualifications:** Must possess excellent communication, organizational, and analytical skills. Minimum of three (3) years in Marketing or related area. Must be extremely people oriented and computer-literate.

**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 and analyze, and interpret complex documents, such as technical journals, financial reports and legal documents. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, client, customers and the general public. Ability to speak effectively before groups of guests or Associates of the organization.

**Mathematical Skills:** Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs. Also, must be able to thoroughly understand the mathematical concepts of probability and statistical inference.

**Reasoning Ability:** Ability to apply commonsense understanding to carry out instruction 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 encounter 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.