# POSITION DESCRIPTION

**POSITION: DIRECTOR OF MARKETING LICENSE:** Yes

**DEPARTMENT:** Marketing Department **GRADE*: 18***

**REPORTS TO:** General Manager **STATUS**: Exempt

# POSITION SUMMARY:

Under the general direction of the General Manager, the Director of Marketing is responsible for all facets of marketing for the Bay Mills Resort and Casino; including, but not limited to: advertising, database management, promotions, budgeting, training, developing departmental goals and objectives, and analyzing success of their programs.

**ESSENTIAL FUNCTIONS:**

1. Develops and implements marketing strategies for all Bay Mills Resort & Casino enterprise facilities.
2. Develops Bay Mills Resort & Casinos overall marketing strategy as well as coordinating with department managers to create specific marketing strategies for each separate department.
3. Increasing customer awareness and participation for all Bay Mills Resort & Casinos promotional services.
4. Establishes and maintains a professional, trained, and motivated staff through effective implementation of performance and career-development programs.
5. Oversees the day-to-day activities of the marketing department.
6. Establishes goals and objectives for each marketing plan.
7. Identifies target markets by conducting marketing research and analysis.
8. Disseminates weekly reports for the general manager outlying each marketing event and its success.
9. Primary Profit and Loss (P&L) responsibility for the Marketing Department.
10. Responsible for planning, organizing, staffing, directing, coordinating, reporting and budgeting of the Marketing Department.
11. Responsible for a wide variety of marketing, advertising, special event and public relations functions.
12. Responsible for increasing the bus program and the constant evaluation of the economic value of various bus customers to the facility.
13. Creates all direct mail materials.
14. Utilizes fun card program to the maximum possible.
15. Responsible for the effective utilization of advertising/public relation’s budget to ensure maximum positive media coverage, including announcement of large jackpot winners.
16. Establishes media marketing strategies and directs outside advertising agencies in the design, placement, and implementation of campaigns.
17. Also executes advertising campaigns through in-house resources.
18. Assists the General Manager in related duties.
19. Responsible for coordinating all marketing and promotional operations of the facilities.
20. Establishes and develops training procedures for all Service areas that ensure a strong well-trained, goal oriented staff.
21. Ensures that all employees are given a clear understanding of their job functions and then evaluated on their performance.
22. Investigates complaints or issues regarding service in a timely and professional manner to resolution.
23. Ensures that all required paperwork is completed and submitted to Human Resources/Accounting in a timely manner; including, but not limited to: timesheets, leave requests, late/absent reports, performance evaluations, employee status change reports, corrective actions, labor requests, accident/injury reports, etc.
24. Purchases from approved suppliers on a timely basis to ensure on site product availability.
25. As a supervisor/manager, you must familiarize yourself with the Bay Mills Personnel Policies and Procedures handbook so you can fairly and consistently apply those to all departmental employees.
26. Must attend all mandatory trainings designated by the Human Resources Department and/or Department Directing, including TIPS and Title 31.
27. Interviews and evaluates employment applicants screened by the Human Resources Recruiter and recommends for hire the best available applicant for the needs of the business.
28. Creates a friendly work atmosphere and communicates an “OPEN DOOR” policy to all employees to resolve employee disputes in a timely manner.
29. Constantly reviews staffing needs and recommends increase/decrease in staffing levels to coincide with business demands.
30. Ensures that work schedules are pre-distributed and clearly communicated to all departmental employees.
31. Other duties may be assigned within the scope and complexity of this position’s essential functions.

**PHYSICAL REQUIREMENTS**:

While performing the duties of this job, the employee is regularly required to sit with occasional standing and walking. Occasionally the employee must bend, squat, and balance with frequent push/pulling. The employee must occasionally lift and/or move up to 35 pounds.

**POSITION REQUIREMENTS:**

1. B.S. Degree in Marketing, Sales, Advertising or related field.
2. Five years leadership/supervisory experience in casino marketing.
3. Must be able to obtain a gaming license through the Bay Mills Gaming Commission.
4. Demonstrated ability to develop and administer marketing programs.
5. Demonstrated ability to analyze marketing programs for effectiveness.
6. Ability to manage and direct staff.
7. Knowledge of guest’s entertainment habits, trends and likes.
8. Must have extensive knowledge of computers and office equipment.
9. Must posses a personable, customer service attitude along with organizational ability to handle multiple tasks simultaneously.
10. Must present a well-groomed, professional appearance and speak, understand and write in the English language.
11. Excellent communication and interpersonal skills.
12. Must have an excellent past work record.
13. To perform this position successfully, an individual must be able to satisfactorily perform each function listed under the essential functions category and physical demands of this position description.

**PREFERENCE:** Preference will be given to those of Native American descent.

**CLOSING DATE:** OPEN UNTIL FILLED

**APPLY TO:** Send Cover Letter, Resume, and Reference Letters to:

Heather Lyons; Recruiter

Bay Mills Human Resources Department

12124 W. Lakeshore Drive

Brimley, MI 49715

[hrleapley@baymills.org](mailto:hrleapley@baymills.org)

Subject: Director of Marketing