

Employee Requisition Form

Position to Be Filled: Marketing Director

Purpose: Provide exemplary customer service to the Guests of the Tachi Palace Hotel & Casino by directing and managing all activities related to Marketing of the Casino and Hotel. This position is responsible for ensuring effective promotions, special events, motor coach programs, as well as maintaining good public relations.

Required Qualifications / Essential Duties:

- Develops, implements and maintains a targeted customer base, establishing strategies and production standards for the accomplishment of objectives
- Develops and executes comprehensive marketing plans and programs, both short and long range, to support revenue objectives
- Researches, analyses, and monitors financial, technical, and demographic factors to capitalize on market opportunities
- Serves as a liaison with outside agencies on ongoing promotional campaigns
- Coordinates the Player Development in effective Database Marketing such as direct mail pieces, player tracking and promotions
- Coordinates with the Marketing Manager to develop effective on-floor promotions and strategies
- Coordinates with the Player Development Manager to help develop, coordinate and implement player programs
- Directs and monitors all marketing analysis for accuracy and reports pertinent information to the General Manager
- Bachelor Degree in Marketing, Advertising, Mass Communication or related field.
- Five to seven years experience in a public contact/marketing industry with at least 4 being in a management position
- Prior experience in casino marketing and managing external agency relationships
- Comprehensive understanding of player rating systems, human resources, casino marketing and comping policies, procedures and theories

Reports To: Assistant General Manager

Starting Rate of Pay: D.O.E

Approximate Hours: 40 hours plus

Date Needed: ASAP

Filling Deadline: Open Until Filled

Recruitment Representative
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Date Posted