



Associate Requisition Form

Position to Be Filled: Advertising Coordinator

Purpose: Responsible for serving as the subject matter expert in Advertising.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assist Advertising Manager with design, copy, and production of print, radio, billboard, and television advertising and collateral of in-house jobs.
- Assists with the property website and social media updates appropriate for the casino as well as keeping current on competitors' sites.
- Ensure all advertising contains correct program information and commercial content.
- Assist Advertising Manager with all department billing.
- Assists with implementation of sponsorship packages.
- Maintain open dialog with revenue generating departments for their advertising needs, such as new menu boards, brochures, and added social media elements.
- Keep abreast of competitors' advertising strategies, branding campaigns, and all forms of media used.
- Maintain a professional relationship with all media to insure appropriate ethical behavior and working relationship enabling maximum buying capabilities.
- Monitors all aspects of billing for accuracy.
- Follow-up on all advertising inquires in a timely manner and keep a log of all contacts made/outcomes of those interactions.
- Attends regularly scheduled production team meetings as needed or asked.
- Assist with edit and updates for all media such as website, on property signage, TV, radio, and print.
- Assists with onsite and offsite promotional events.
- Coordinate on property production work such as but not limited to photoshoots and commercials on site filming.
- Ensure compliance with all safety, health, and environmental policies, procedures, and regulations within the department.
- 1-2 years working full time in a Marketing/Advertising department.
- Computer skills, proficiency with MS Office Suite (i.e., Word, Excel, Outlook).
- Typing speed at 40 wpm or better, certificate of speed requested with application.
- Bi-lingual preferred, but not mandatory.





Reports To: Advertising Manager

Starting Rate of Pay: D.O.E

Approximate Hours: 40

Filling Deadline: Open Until Filled

Recruitment Representative

Date Posted

