



Employee Requisition Form

Position to Be Filled: Database Manager

Purpose: Responsible for the managing, training, and development of the Database Marketing department.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Oversee database management to ensure integrity and accuracy of information.
- Develop database/direct mail programs that produce incremental gaming revenue, increase trip frequency and hotel occupancy while maintaining the property re-investment strategy.
- Integration of electronic Marketing into a standard mail casino environment by creating multiple, quick response offers with limited production time and considerable cost savings.
- Set-up and maintain the company re-investment strategy through the core loyalty programs including earned complimentary dollars, cash back and direct mail incentives.
- Work closely with the Marketing team in developing and presenting monthly and yearly reports and analysis to present to the executive team.
- Responsible for customer segmentation analysis, monthly reporting of P&L, and budget to Marketing Director.
- Increase direct mail revenue.
- Analyze reports in the context of data mining / database initiative and incorporate into the property infrastructure.
- Develop reports to add functionality to developed systems; utilize existing databases to create reports and implement methods to increase player visitation and recovery of past players.
- Analyze reports to ensure the timely adjustment of changing market and competitive conditions.
- Perform data mining to develop best prospect, upward migration, and blend predictive models.
- Create and execute a yearly database budget to coincide with Marketing plan.
- Bachelor's degree in Accounting, Information Systems or Marketing preferred. Combinations of education and experience may substitute for degree.
- Two to four years Database Marketing experience.
- Computer Science or analytical background with an in-depth knowledge of spreadsheets, database applications, and business intelligence experience required.
- Previous computer experience including Word, Excel, Access, Outlook, and Player Tracking required.
- Previous experience with SQL reporting service, Crystal reporting service, and LMS required.
- 2-3 years previous Supervisory experience.
- Two years of casino experience.
- Any other duties as assigned.

Reports To: Director of Marketing

Approximate Hours: Full Time

Filling Deadline: Open Until Filled

