



Employee Requisition Form

Position to Be Filled: Database Analyst

Purpose: Responsible for maintaining the administrative organization and day-to-day operations of the Database department.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assist in the preparation, execution, and implementation of all direct mail and email campaigns for the property.
- Anticipates the analytical needs of management and prepares reports, which enable timely and relevant decision-making.
- Prepare or assist in the preparation of special reports and ad hoc analysis as requested.
- Accountable for providing past and present campaign performance analysis for the Marketing department.
- Improve department efficiency through the creation of macros and other automated processes.
- Creates mail segment groups and enrolls appropriate players at the direction of department management.
- Creates offers within coupon module to establish valid coupons which can be tracked and redeemed on the property.
- Compile all relevant information into a variable data file to be uploaded in our Email system, and/or submitted to the appropriate print vendor for processing.
- Maintain and awareness of current Casino promotions, mail offers, special events and entertainment calendar to advise guest and fellow associates of same, whenever possible.
- Sets up all free play group promo transactions so that free play is automatically loaded onto a players account for the time frame specified by their offers.
- Assist in creating special groups for use in promotions or VIP functions.
- Ability to effectively deal with internal and external guests.
- Responsible for service inquiries from customers or Marketing personnel regarding the direct mail status of players. this includes documenting information in the player's account in Super Playmate.
- Keeps immediate supervisor promptly and fully informed of all problems or unusual matters of significance.
- Ensure compliance with all safety, health, and environmental policies, procedures, and regulations within the department.
- College degree preferred.
- 3 years working in Casino Operations or Hospitality Marketing preferred
Qualifying experience may substitute for education
- Possess a working knowledge of Super Playmate, Word, and Excel.
- Knowledge of SQL queries and macro programming.
- Any other duties as assigned.

Reports To:

Supervisor

Approximate Hours:

Full-time

