



## **Job Announcement**

<b>Opening Date:</b>	<b>June 14, 2023</b>
<b>Closing Date:</b>	<b>Until Filled</b>
<b>Position Title:</b>	<b>Marketing Manager</b>
<b>Starting Salary:</b>	<b>\$64,480 - \$76,960/yr, DOE, Negotiable</b>
<b>FLSA Status:</b>	<b>Exempt</b>
<b>Status:</b>	<b>Permanent</b>
<b>Hours:</b>	<b>Full Time</b>
<b>Benefits:</b>	<b>Yes, see below</b>

### **General Statement of Responsibilities:**

The Marketing Manager is responsible for overseeing and managing all functions related to Diamond Mountain Casino and Hotel's marketing, social media, and Player's Club. The Marketing Manager reports directly to the General Manager and supervises the Marketing Assistant.

### **Specific Areas of Responsibilities:**

- Develop promotional campaigns with the purpose of increasing the patronage of the casino.
- Develop advertising for casino promotions and special events.
- Conduct events and promotions.
- Supervise staff assisting with promotions and events and distribution of promotional materials.
- Responsible for all aspects of the Players Club, including customer demographics, playing habits, extracting data and generating reports.
- Maintain the Player's Club database using the current programming language.
- Establish long-range objectives and specify the strategies and actions to achieve them.
- Gather and organize information to plan advertising campaigns.
- Create and distribute posters, direct mail pieces, oversee e-mails and other social media activities and other publicity.
- Coordinate with the media to disseminate advertising.
- Inspect advertising and other promotional material for adherence to specifications.

- Maintain the website and ensure all information is current.
- Track results and determine the cost effectiveness of promotions and advertising campaigns.
- Develop constructive and cooperative working relationships with businesses, organizations, community members and maintain them over time.
- Provide information to managers, supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- Responsible for the budget of the Marketing Department.
- Supervise and coordinate with the Event Director and staff.
- Ensure proper levels of staffing for promotions.
- Provide reports to the General Manager and Gaming Commission as needed.
- Other duties as assigned.

### **Knowledge, Skills, and Ability:**

- Verbal and written communication skills.
- Time Management.
- Knowledge or ability to learn Python, C#, C++ and SQL programming languages.
- Ability to be present during events and promotions.

### **Minimum Qualifications:**

- Must be age 21.
  - High School graduate or equivalent.
  - Bachelor's degree in marketing or business or equivalent experience is preferred.
  - 5 years supervisory experience is preferred.
  - Written and oral communications are required in the primary language used in the work area.
  - Must be able to perform basic arithmetic calculations.
  - Must pass pre-employment drug screen.
  - Must qualify for a Gaming License.
  - Must be able and willing to work any schedule, holidays, and weekends.
- **\*Must be willing to work in a secondhand smoke environment.**

### **Physical Qualifications:**

Requires standing, walking for long periods up to 4 hours at a time, hearing, visual and verbal skills, reaching, grasping, finger dexterity, and long periods of time sitting.

### **Preference Policy:**

Preference will be given to qualified Susanville Indian Rancheria Tribal Members. Indian preference is granted in accordance with P.L. 93-638.

## **Diamond Mountain Casino & Hotel Benefits Package:**

The Diamond Mountain Casino & Hotel Benefits Package includes health, dental, and vision. Employees earn Paid Time Off (PTO) and seven holidays are included in each employees PTO. Diamond Mountain Casino & Hotel also offers a matching 401K Retirement Plan, Education Assistance (provisions apply), Employee Assistance Program, Health Spending Accounts (HSA), gym membership discounts, discounts with two different shoe vendors, and employee discounts in our restaurant, coffee shop, and gift shop.

## **How to Apply:**

All applicants are required to submit a Diamond Mountain Casino & Hotel application. Applications can be picked up at 900 Skyline Drive, Susanville, CA or you may apply online at [www.dmcah.com/job](http://www.dmcah.com/job) and an application will be emailed to you.

Only **complete** applications will be considered. To be considered for the position you must:

1. Submit a completed application
2. Attach a copy of your High School Diploma or equivalent if required
3. Attach a copy of your Tribal ID Card, if you are claiming Indian Preference
4. Attach a copy of any certification or degree relating to the position

Completed applications can be dropped off in person at the casino security desk. They may also be emailed to [ewadley@dmcah.com](mailto:ewadley@dmcah.com) or faxed to 530-252-1110. All applications **must be received by 4:00 pm Pacific Time** on the closing date of the announcement.