



Ho-Chunk Nation

Job Description



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| TITLE: Senior Marketing Director | | JOB CODE: SMKD |
| Business/Gaming Establishment | EEO: 5 | PAY GRADE: 35 |
| Exempt | Flex | FUNDING SOURCE: NPD |
| HO-CHUNK PREFERENCE | | |

"All employees are subject to the Drug, Alcohol and Controlled Substance Policy."

All employees will be required to attend orientation or training to attain knowledge of the history, culture and traditions of the Ho-Chunk Nation – Resolution 08-20-13K

POSITION OVERVIEW

The Senior Marketing Director is essential in building a revenue driving opportunities within the Ho-Chunk Nation branding framework. This position manages and implements the Ho-Chunk Gaming marketing and brand plans to include casino, hotel, and entertainment, convenience stores, retail, and sponsorships/public relations opportunities to drive revenue.

PERFORMANCE-BASED JOB FUNCTIONS AND OBJECTIVES

1. Partner with the enterprise marketing teams to offers strategic insights, review and translate findings, make actionable recommendations and provide insight into how to improve our allocation of marketing dollars while prioritizing critical projects on a monthly basis.
2. Monthly review all regional marketing analytics including analyzing marketing spend and campaign performance across our gaming and non-gaming properties.
3. Weekly balance new insight against current projects and continually seek innovation through ongoing networking and research efforts.
4. Lead monthly marketing reviews with Ho-Chunk Gaming Marketing teams.
5. Visit properties quarterly and participate in marketing strategy meetings.
6. Weekly identify business requirements and collaborates with the Department of Business team in future development project execution and IT development.
7. Develop analytics capabilities across aligned functional areas and properties monthly.
8. Monthly review findings and make recommendations to the leadership.
9. Daily create and maintain a work environment that promotes teamwork, performance feedback, recognition, mutual respect and employee satisfaction.
10. Annually research industry and non-industry marketing strategies and emerging digital media technologies, including monitoring industry and competitor's trends to surface best practices.
11. Perform other duties as assigned within the scope of this job description.

JOB RESPONSIBILITY

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| Job Reports to | Supervisor – See Organizational Chart |
| Leadership Accountability | Develops strategic plans and interprets policy Implements operating plans |
| Supervisory Accountability | Supervises management personnel Supervises professionals and non-managers |
| Organizational Accountability | Manages sub-unit of a department |
| Financial Accountability | Approves expenditures Monitors expenditures |
| Customer Accountability | Interfaces with internal and external guests Interfaces with officials and executives Interfaces with regulatory authorities |



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| Freedom to Act | Sets objectives Operates with significant independence Subject to general input from supervisors |
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MINIMUM QUALIFICATIONS

EDUCATION:

1. Bachelor's Degree in Marketing/Advertising, relevant field, or equivalent work experience.
2. Masters of Business Administration preferred.

ESSENTIAL:

1. All casino employees will be subject to the Criminal and Background restrictions of the Ho-Chunk Nation.
2. Must be bondable.
3. Valid driver's license, dependable transportation, and proper insurance required.

EXPERIENCE:

1. Ten (10) years of casino comprehensive and varied marketing experience, including media buys, promotions, campaigns, and product branding.
2. Five (5) years of supervisory management experience.

KNOWLEDGE, SKILLS, ABILITIES REQUIRED

1. Knowledge of the Ho-Chunk Nation and current gaming policies.
2. Strong leadership abilities to lead the marketing departments.
3. Must have excellent written and verbal communication skills.
4. Must have excellent working computer knowledge of all relevant computer programs.
5. Must have knowledge of e-commerce.

WORK PLACE RESPONSIBILITY

1. Maintains a safe and healthy work place environment.
2. The department manager ensures that all employees of the department receive appropriate training, counseling, and understand all of the applicable procedures so that they can safely do their assigned work.

WORKING CONDITIONS

1. Will work in an office environment, but the mission of the organization may take them to non-standard workplaces.
2. Will work a standard work week, but additionally will work occasionally evenings, weekends, additional hours to accommodate activities such as but not limited to boards meetings, and representing the marketing division at public events.
3. Adhere to the physical demands listed on the Physical Demands Worksheet.