



Ho-Chunk Nation

Job Description



TITLE: SENIOR MANAGER – PUBLIC RELATIONS		JOB CODE: SNRP
Business	EEO: 5	PAY GRADE: 14
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

Responsible for enhancing and strengthening the business relationships within the community; all of which ultimately enhances every interaction for our guests and employees; customer service is our top priority for both internal and external guests.

PERFORMANCE-BASED JOB FUNCTIONS AND OBJECTIVES

1. Promote positive public and employee relations daily.
2. Prepare and send out all Casino Press Releases weekly.
3. Communicates with the public, press and outside organizations on questions, concerns, inquiries, complaints and ideas they may have daily.
4. Responsible for the timely handling of all donation, sponsorship and contribution requests daily.
5. Must maintain confidentiality daily.
6. Participation in expositions, fairs, charitable events, community events and tradeshow as determined monthly.
7. Develop, monitor and manage designated operating budget monthly and annually.
8. Be a contributing member of the Community Relations Committee to give input to the donation requests that are submitted monthly.
9. Be a contributing member of the Convention and Visitors Bureaus and/or Chambers of Commerce to promote the Casino within the surrounding communities monthly.
10. Coordinate special events promoting the positive image of the Casino monthly.
11. Nurture relationships with internal and external departments, businesses and other governmental agencies daily.
12. Manage media inquiries and interview requests daily.
13. Create content and monitor social media information in order to engage audiences daily.
14. Evaluate opportunities for partnerships/sponsorships that will build on community relations daily.
15. Perform other duties as assigned.

JOB RESPONSIBILITY

Job Reports to	Supervisor – See Organizational Chart
Leadership Accountability	Develops strategic plans and interprets policy
Supervisory Accountability	Oversees supervisory level and below as designated
Organizational Accountability	Manages sub-unit of a department as designated
Financial Accountability	Manages operating budget and monitors expenditures
Customer Accountability	Interfaces with internal and external guests



Freedom to Act

Subject to regular review by supervisor

MINIMUM QUALIFICATIONS

EDUCATION:

1. High School diploma or equivalent is required.
2. Two (2) years of college preferred.

ESSENTIAL:

1. All casino employees will be subject to the Criminal and Background restrictions of the Ho-Chunk Nation.
2. Must be bondable and hold a gaming license throughout employment.
3. Must have and maintain a valid driver's license and at a minimum, liability auto insurance.

EXPERIENCE:

1. Two (2) years of experience in the hospitality industry with a proven track record in journalism, public relations and/or marketing required.
2. Five (5) years writing experience preferred.
3. Gaming industry background is preferred.

KNOWLEDGE, SKILLS, ABILITIES REQUIRED

1. Excellent English comprehension skills in research, reading, writing, spelling and composition.
2. Good understanding of public relations principles and trends.
3. Must be an effective communicator.
4. Excellent ability to follow directions and procedures.
5. Must work well as part of a team.
6. Must be proficient in Microsoft Office Suite.
7. Ability to analyze data to determine cost effectiveness.
8. Must be detail oriented.
9. Possess good customer service skills.
10. Must be personable and polite.
11. Must possess strong interpersonal skills.

WORK PLACE RESPONSIBILITY

1. Must adhere to strict confidentiality at all times.
2. Promotes positive employee and public relations.
3. Must present a neat, clean and professional appearance.
4. Maintain a safe and healthy work place environment.

WORKING CONDITIONS

1. Office setting.
2. Must have the ability to work varying hours and days, including nights, weekends and holidays to meet operational need.
3. Noisy, smoky and sometimes stressful in a fast paced multi-tasking environment.
4. Combination of standing (possibly long periods of time), sitting, walking, reaching and bending.
5. All outdoor weather conditions possible, including but not limited to: hot/humid, sub-zero, rainy, snow/icy or sunny.

KEY POSITION