



Ho-Chunk Nation

Job Description



TITLE: PROMOTIONS COORDINATOR		JOB CODE: PROC
BUSINESS		EEO: 5
NON-EXEMPT	FLEX	PAY GRADE: 9
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 coordination and implementation of promotions for gaming and non-gaming business enterprises; 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. Assist in the development, scheduling and implementation of all advertising and promotions of both gaming and non-gaming business enterprises.
2. Audits schedules, budgets, placements, billings, and payments for production and media and all other services rendered.
3. Maintains proper files.
4. Collects and analyzes competitor's activities.
5. Works with outside resources including talent agencies and media to simplify and accommodate cost efficiency of their time.
6. Observes and reports on new promotional ideas and opportunities.
7. Reviews all bills for accuracy.
8. Promotes positive employee and public relations as well as a positive image for the Ho-Chunk Nation and Business Enterprises.
9. Assists in preparation for approval of all press releases.
10. Responsible for the timely handling of all donation and contribution requests.
11. Responsible for the coordination and flow of all internal and external communication as they relate to public relations issues.
12. Makes related recommendations to the Director and Executive staff.
13. Through association with area businesses, responsible for enhancing and strengthening the business positions of the casinos.
14. Responsible for producing evaluation of promotional programs.
15. Supervise promotional outings - tribal and gaming.
16. Establish and maintain a good working relationship with officials and advisory groups.
17. Act as a liaison with surrounding areas, Chamber of Commerce etc.
18. Develop and assist with surveys on the impact of gaming and economic development.
19. Liaison for tribal and local community events as they relate to publicity.
20. Head of Enterprise Public Relations Task Force.
21. Coordinate the efforts of all Public Relations personnel at the Casino level.
22. Other duties as assigned by supervisor.

JOB RESPONSIBILITY

Job Reports to	Supervisor – See Organizational Chart
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Leadership Accountability	Develops and implements operating plans
Supervisory Accountability	None
Organizational Accountability	Manages promotions for gaming and non-gaming enterprises
Financial Accountability	Monitors expenditures
Customer Accountability	Interfaces with officials and executives Interfaces with regulatory authorities Interfaces with outside and inside customers
Employee Accountability	Subject to general input from supervisor Subject to regular review by supervisor

MINIMUM QUALIFICATIONS

EDUCATION:

1. High school diploma or equivalent is required.
2. College degree preferred.

ESSENTIAL:

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

EXPERIENCE:

1. Casino business and marketing experience recommended.
2. Must have a good understanding of casino operations and casino promotions.
3. Computer literacy required.

KNOWLEDGE, SKILLS, ABILITIES REQUIRED

1. Knowledge of bookkeeping principles recommended.
2. Knowledge of the Ho-Chunk Nation desirable.
3. Must be well organized and able to manage complicated billing and scheduling chores.
4. Should display good interpersonal and communication skills and possess a solid command of proper grammar and composition.
5. Should be innovative and imaginative, yet well disciplined.
6. Good analytical skills highly desired.

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. Office setting.
2. Any physical demands of the position should be listed on the Physical Demands Worksheet referenced.