



# HO-CHUNK NATION

## DEPARTMENT OF PERSONNEL

**POSITION: SENIOR MARKETING MANAGER**



DEPARTMENT	JOB CODE	PAY GRADE
BUSINESS/GAMING ESTABLISHMENT	SMMG	35

**SUMMARY:** Plans and implements marketing strategy for maintaining market share and increasing revenue for all gaming and non-gaming 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.

**DUTIES & RESPONSIBILITIES:**

1. Responsible for marketing Bingo, Casino, Food & Beverage, Hotel & Convention Center.
2. Submits a marketing plan to General Manager for each budget year, which includes:
  - a) Market size primary and secondary.
  - b) Strengths, Weaknesses, Opportunities, and Threats (SWOT).
  - c) Demographics of primary and secondary markets.
  - d) Strategies for achieving budget forecast.
  - e) Strategic Market Research analysis.
  - f) Strategic Customer Service Plan and enhancement.
3. Plans and implements marketing strategy for maintaining market share and increasing revenue.
4. Prepares and monitors annual marketing budget for compliance to Appropriations and Budget Act.
5. Direct supervision of marketing divisions.
6. Provide training and direction to marketing staff.
7. Directs designs and implements all marketing strategies.
8. Responsible for all internal controls related to marketing.
9. Submits weekly reports to General Manager which includes, players club data, advertising, promotions, tour and travel and other pertinent information.

**REQUIRED SKILLS & ABILITIES:**

1. Strong Project Management Skills.
2. Strong leadership abilities to lead the marketing department.
3. Must have excellent written and verbal communication skills.
4. Ability to work varying hours base on promotions, concerts, etc.
5. Must have excellent working computer knowledge of all relevant computer programs.
6. Must have knowledge of e-commerce.

**MINIMUM QUALIFICATIONS:**

1. Bachelor's degree in marketing, Master's of Business Administration (MBA) preferred.
2. Ten (10) years of casino comprehensive and varied marketing experience, including media buys, promotions, campaigns, and product branding.
3. Five (5) years of supervisory management experience.
4. Must be bondable.
5. Valid driver's license, dependable transportation, and proper insurance required.

**WORKING CONDITIONS:**

1. See Physical Demands Worksheet.

*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*

*“All casino employees will be subject to the Criminal and Background restrictions of the HCN.”  
“All employees are subject to the Drug, Alcohol and Controlled Substance Policy.”*

EEO: 2    EXEMPT    FLEX    KEY  
 Funding Source: NPD  
 Approved: PBOD: 10.26.04    Legislature: 11.16.04    Resolution 01.08.08A/04.19.11A/03.22.16A