



Ho-Chunk Nation

Job Description



TITLE: Director of Marketing		JOB CODE: DIRV
BUSINESS-AT WILL POSITION	Exempt	PAY GRADE: 26
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 writing, executing and monitoring Marketing Plan(s) for Ho-Chunk Gaming properties. Assists Executive Management achieve financial objectives by preparing an annual budget for all major marketing activities; all of which will 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. Responsible for developing and maintaining a player acquisition plan and a player retention plan by March of each year during the budget process.
2. Submit audit responses 2 week before the requested date or within three (3) business days from receipt. (Compliance, State, Local, etc.)
3. Maintain departmental budget in accordance with the Budget and Appropriation Act to ensure the goals and objectives of the Marketing Plan are met with fiscal responsibility on a daily basis.
4. Promote and support an entertaining environment for all guests through appropriate response to service needs at all levels daily.
5. Monitor daily scheduling which needs to align with utilization and operation needs of the gaming floor.
6. Maintain a rolling 6 month Promotional/Event calendar. Contracts must be entered into the contract system 6 months prior to the scheduled event.
7. Submit appropriate performance evaluation documentation on or no more than 10 days prior to the scheduled date in compliance with the ERA of 2004.
8. Maintain an appropriate efficiency ratio within +/- .5% of the seasonal average through proper application of the expense accounts.
9. Ensure responses to all marketing related comment cards to make appropriate decisions based on response of the guests monthly. This will be reported to the DOB-Senior Marketing Manager on a monthly basis.
10. Submit any system change requests to the Department of Business for approval on the same day.
11. The department manager ensures that all employees of the department receive appropriate monthly training on systems including patron management, counseling and understand all of the applicable procedures so that they can safely do their assigned work to be reviewed on a monthly basis.
12. Semi-monthly staff meetings with the agenda and minutes submitted to the Executive Manager.
13. Enforce daily compliance with National Indian Gaming Commission (NIGC) minimum internal controls standards (MICS) and Ho-Chunk Nation Gaming Commission Tribal Internal control manual for Class II & III. Mandate annual review of policies
14. Enforce all audits (Independent, Special, and Gaming Commission) findings and ensure all exceptions are properly addressed and submitted to the auditors within in ten (10) business days.
15. Develop annual achievable operational benchmarks and five (5) year goals for property of control and staff.



JOB RESPONSIBILITY

Job Reports to	Executive Management
Leadership Accountability	Develops policy and strategic plans. Review and approve all marketing plans and budgets.
Supervisory Accountability	Supervises management personnel. Counsel managers on the preparation and dissemination of internal promotion literature and information. Ensure compliance with Internal Controls, and gaming ordinance for gaming machines and personnel.
Organizational Accountability	Manages department. Oversee all major marketing activities pertaining to the gaming properties. Responsible for all externally directed activities such as special events, advertising, entertainment, promotions, literature and signage. Plan and coordinate PR initiatives with the EM and the Public Relations Coordinator
Financial Accountability	Develop and manage operating budget. Authorization for approval of all estimates and invoices for payment. Assist revenue generating departments with achieving their Business goals and objectives.
Customer Accountability	Interfaces with internal and external guests. Promote a positive relationship with all internal and external guests by addressing disputes or concerns regarding promotional regulations or outcomes. Supervise staff members based on site-specific organizational chart. Meet or exceed annual benchmarks for Optimize Revenue meeting gross budget projections on an annual basis. Act as a staff resource for the larger business units and as a direct source for the smaller units.
Freedom to Act	Sets broad policies and objectives

MINIMUM QUALIFICATIONS

EDUCATION:

1. Bachelor's Degree in Business related study is required.
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 and hold a gaming license throughout employment.
3. Must adhere to strict confidentiality at all times.
4. Must maintain a driver's license and auto insurance.
5. Must have a valid driver's license and at a minimum, liability auto insurance.

EXPERIENCE:

1. Four (4) years of Business management.
2. Minimum of five (5) years' experience in Marketing/Business related field.
3. Gaming industry background is preferred.

KNOWLEDGE, SKILLS, ABILITIES REQUIRED

1. Knowledgeable of the Ho-Chunk Nation and current gaming policies.
2. Must possess strong interpersonal skills.
3. Understand market data gathering techniques.
4. Must possess strong organizational skills.
5. Good understanding of public relation principles and ability to exhibit a balance of creativity and logic.
6. Ability to analyze data to determine cost effectiveness.
7. Must work well as part of a team.
8. Must be proficient in Microsoft Office Suite.



9. Must be detail oriented.
10. Possess good customer service skills.
11. Must be personable and polite.

WORK PLACE RESPONSIBILITY

16. Promotes positive employee and public relations.
17. Must present a neat, clean and professional appearance.
18. Maintain a safe and healthy work place environment.

WORKING CONDITIONS

1. Must have the ability to work varying hours and days, including nights, weekends and holidays to meet operational need.
2. General office setting.
3. Noisy 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.