



## **Vacancy Announcement**

<b>Title:</b>	<b>Director of Marketing</b>
<b>Reports To:</b>	General Manager
<b>Supervises:</b>	Direct Reports
<b>Location:</b>	Yreka, CA
<b>Salary:</b>	Salary \$100k annual and up depending on experience
<b>Classification:</b>	Full Time, Regular, Exempt, Non-Entry Level
<b>Summary:</b>	The primary responsibility of the Director of Marketing is to develop and manage all current aspects of marketing for Rain Rock Casino. All duties are to be performed in accordance with departmental and RRC's policies, practices, and procedures. This position manages the following departments: Marketing, Direct Mail, Social media, Promotions, Special Events, Bus Groups, Resort Sales and outside marketing agencies.

### **Application Deadline: December 8, 2022**

Applications are available at all Tribal Offices or on the Internet at [www.karuk.us](http://www.karuk.us) The Karuk Tribe's (TERO) **Preference and Drug & Alcohol Policy** apply. If selected applicants must successfully pass a drug screening test and be willing to submit to a criminal background check.

Job descriptions are available online at: [www.karuk.us](http://www.karuk.us) or by contacting the Human Resource Department, Telephone (530) 493-1600, Fax: (530) 493-5322, Email: [dlbernal@karuk.us](mailto:dlbernal@karuk.us)

## **Position Description**

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### **Summary:**

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### **Responsibilities:**

1. Develop and implement annual marketing plan. Establish goals to achieve the company's objectives
2. Initiate with Gaming Operations player development programs that reflect a minimum retained rated play over 60%
3. Execute business plans to ensure performance and profit objectives for short & long-term goals are met
4. Work with Advertising to communicate and increase brand awareness of the brand in key markets
5. Ensure that all property signage is current and displayed effectively
6. Design, implement and execute mass promotions and VIP special events to ensure profit growth while retaining existing and acquiring new customers.
7. Oversee the implementation of all Direct Mail and Social media platforms.
8. Manage the player development program to realize a YOY profit in VIP net-revenue
9. Responsible for conception, design and execution of promotions and special events for the Casino that adhere to Gaming Commission regulations and corporate policy/procedure
10. Produces and maintains an ongoing schedule of promotions as outlined in the property marketing plan.

11. Develop programs for database analysis for review with Executive team and developing strategies to maximize opportunities.
12. Prepare financial pro forma projections of expected profitability for proposed promotions and reviews the results of past promotions and events. Make recommendations for the feasibility of repeating or modifying those promotions
13. Prepare monthly financial reports and quarterly performance presentations for all areas of responsibility
14. Responsible for expenditures to ensure budget requirements are met
15. Communicate all events and information related to the events to operating departments to ensure timely coordination of all promotions and assures that appropriate personnel are equipped to address customer concerns
16. Track competitors advertising and promotions, and maintain awareness of changes in the marketplace that may impact the planned marketing initiatives at Rain Rock Casino & Hotel
17. Establish an effective working relationship with all operating departments
18. Oversee the daily operations of the Players Club and the consistent delivery of the published benefits of our loyalty program
19. Manage our tour operator programs (bus groups) to realize a YOY profit
20. Manage group sales efforts to develop Rain Rock Casino & Hotel as a premier destination in Northern California.

**Requirements:**

1. Bachelor's Degree in Marketing, Business Administration, Communications or Related Field –preferred.
2. Five (5) years as head of Marketing or above in a similar or larger sized casino or resort environment with a proven track record of increasing revenues, required.
3. Two (2) years of experience in managing and overseeing the daily operation of a Player Club, Loyalty Program, Special Events, or Promotions and Player Development –required
4. Experience managing bus programs and group sales-preferred
5. Must have strong leadership, organizational, communication, human relations, and decision-making skills
6. Must have marketing management experience with pre-opening of a casino property or expansion with development costs of greater than \$50 million
7. Must be organized and detail oriented with excellent verbal and written communication skills
8. Exceptional service attitude with the ability to cultivate that attitude with all property staff and guests
9. Experience speaking to large diverse crowds
10. Self-motivated with a strong sense of urgency in tackling challenges
11. Must be able to perform and accomplish goals with little supervision

12. Ability to work calmly in difficult, high-pressure and high-stress situations while maintain a high level of professionalism
13. Experience with developing, managing and reporting on department budgets
14. Willing and able to work odd or irregular hours including nights, weekends, and holidays
15. Willing to travel and participate in training as recommended or required, must possess a valid drivers' license, good driving record and be insurable by the RRC's insurance carrier.
16. Must adhere to confidentiality policy
17. Must have a Tribal Gaming License (or the ability to obtain and maintain a license) as a requirement for this position
18. Must have willingness and ability to work in a smoke/secondary smoke environment
19. Must have willingness and ability to work in an environment to which the employee is exposed to loud noise levels
20. Must successfully pass a drug screening test and criminal background check

**Tribal Preference Policy:** In accordance with TERO Ordinance 93-0-01, Tribal Preference will be observed in hiring

**Veteran's Preference:** It shall be the policy of the Karuk Tribe and Rain Rock Casino to provide preference in hiring to qualified applicants claiming Veteran's Preference who have been discharged from the United States Armed Forces with honorable and under honorable conditions.

**Additional Information:**

All applicants must be able to demonstrate their US work authorization during the employment verification process.

Benefits Include:

- Comprehensive Benefits Package
- Medical
- Dental/Vision
- Retirement Fund
- PTO, Holidays, Vacation

Relocation Package can be provided.

**Council Approved: August 10, 2017**

**Chairman's Signature:** \_\_\_\_\_

**Employee's Signature:** \_\_\_\_\_