

Job Title:	Director of Marketing & Sales	Department:	Sales & Marketing
FLSA:	Exempt	Status:	Full-time
Reports To:	Chief Executive Officer	Pay Grade:	14
Benefits:	Eligible upon 90 days – PTO/Holidays/Health/Optical/Dental/Life		
Retirement:	Eligible for enrollment on the first day of hire		

SUMMARY:

Successful Director of Marketing & Sales (Director) recognizes results. The Director implements both marketing strategy and sale elements for dynamic leadership role that implements revenue generating plans with coordinated sales efforts for the enterprises within the S&K Gaming, LLC (SKG) organization: including Gray Wolf Peak Casino, KwaTaqNuk Resort & Casino, Big Arm Resort, and our marina operations. This includes responsibilities with product development, pricing strategy and product distribution. Analyzing current sales figures and forecasting projected numbers to implement effective marketing and sales strategies.

Director will budget for player development to meet or exceed measurable goals and objectives, as well as plan, analyze, evaluate and increase profitability of SKG guests through the coordination of promotions activities and marketing campaigns for SKG. Develops, maintains and analyzes the database for opportunities to drive incremental revenue and trips from our premium players.

Director is responsible for managing staff and/or contracted vendors in the following areas of the Marketing Department: coordination and creation of promotions, media relations, media purchasing, billboards, online advertising, special events, social media campaigns, creative production, and creative messaging all with a consistent and appropriate voice. Other marketing duties including direct mail, promotional reinvestment, monthly expense and P&L management as assigned. Develops, implements and manages SKG goals and monitors achievements of performance and profit objectives in defined area. Creates strategic plans and calendar for promotional activity. Manages promotional expense to appropriately align with approved budgets and provides financial forecast. Responsible for planning the regularly scheduled entertainment acts for all performances at SKG properties.

Director ensures social media and web is monitored for opportunities to engage in active and relevant conversations about the SKG properties. Ensures social media and website is updated and consistent with brand and property directives. Monitors properties reputation management and ensures timely responses to all reviews while ensuring clear communication on property to all appropriate parties.

The Director recruits, hires, and trains new members of the sales and marketing staff as well as oversee various special projects coordinated within the organization. The position requires the ability to supervise others and organize various tasks involved in completing a project. This position is heavily involved in planning, directing, and coordinating marketing policies and programs, such as determining the demand for products and services offered by SKG, and identify potential customers and competitors.

Director is also responsible for monitoring and reporting the results of projects, marketing campaigns sales strategies including job contributions of the team, increased sales, and measured brand awareness. This position will build a strong working relationship with staff at all properties, work closely with the executive staff to ensure the highest level of operations at SKG facilities. Maintain a flexible attitude and outlook, with an open perspective on new ideas, market

changes, customer needs and overall organizational growth. The Director is expected to advise sales representatives on ways to improve their sales performance, stay in contact with customers and media outlets. The Director is also expected to analyze sales statistics that their staff gathers, both to determine the sales potential and to monitor customer's preferences.

MEETING PERFORMANCE EXPECTATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactory. Responsibilities listed below are represented to knowledge, skills and/or ability needed to effectively execute this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

ESSENTIAL DUTIES & RESPONSIBILITIES INCLUDE THE FOLLOWING:

- Oversee marketing and sales staff
- Knowledge of the IGT Advantage player tracking system.
- Complies with Minimum Internal Control Standards (MICS) and all applicable gaming regulations
- Works collectively with all departments involved in planning and executing player events (both onsite and offsite), tournaments, events and promotions.
- Reads, analyzes and interprets financial reports provided by the Accounting Department.
- Monitor media budgets and production expenditures.
- Monitor ad placement and perform follow-up.
- Ensure contract compliance with media, production and database analysis companies.
- Manage and coordinate the development of advertising, on property signage and collateral, to ensure quality production, adherence to marketing strategies, and timelines.
- Provide direction to the advertising agency, creative division, and direct mail company
- Ability to relay details of the casino to guests, work with media vendors, write, copy, and create advertising that attracts new guests
- Resolve customer complaints regarding sales and service
- Prepare budgets and approve budget expenditures
- Monitor customer preferences to determine the focus of sales efforts
- Analyze sales and marketing database statistics
- Project sales and determine the profitability of products and services
- Recommend discount rates or special pricing plans
- Plan and coordinate training programs for sales staff
- Maintaining client relationships
- Marketing strategy development
- Analyzing current sales figures and forecasting projected numbers to implement effective marketing and sales strategies
- Maintains strict confidentiality in all departmental and company matters. Must sign a confidentiality agreement.
- Oversees product development and monitoring trends that indicate the need for new products and services
- Serve as special projects coordinator
- Maintain an awareness of ideas such as search engine optimization, a way of designing websites to increase the website's ranking on search engines.
- Raise awareness of the KwaTaqNuk as a destination resort
- Growing the Gray Wolf Peak brand through aggressive advertising in the region. Building a foundation for future growth and development at this location and high concentration off-reservation.

- Increase traffic at all SKG properties
- Increase overall profitability for SKG
- Develop fun and engaging activities and promotions that are customer focused and intended to provide SKG a positive return on investment
- Increase visitation and overnight stays among key demographics
- Increase public relations activities and outreach by attending local activities to promote SKG brand
- Build sense of team amongst staff
- Help staff develop better management and customer service skills
- Develop long-term relationship with customers
- Must be able to work a flexible schedule as required by business operations, including late nights, weekends, and holidays; shifts and work locations may change.
- Other related duties as assigned

EDUCATION AND/OR EXPERIENCE:

- A bachelor's in business administration or equivalent 4 years in Marketing, Communications, or Business Administration field is required.
- Two years of experience as a supervisor is required.
- Must possess a valid driver's license and be insurable under the company insurance.
- Will be required to successfully pass a pre-employment drug test and as a condition of employment will be subject to random drug testing.
- The ability to read English and understand both written and verbal instructions is required.

SUPERVISION EXERCISED:

- Group Sales Manager
- Marketing Manager

SPECIAL QUALIFICATIONS:

- The ability to follow instructions and to perform repetitive tasks under close supervision is required.
- This individual must be punctual and dependable in reporting to work as scheduled and completing assigned tasks.
- This individual must maintain a neat and hygienic appearance.
- This individual must be able to effectively work alone and/or with other employees in a team environment. Uniforms are required.
- Must be able to obtain and retain an S & K Gaming license.

PHYSICAL DEMANDS & WORK ENVIRONMENT:

- While performing the duties of this job, the employee is regularly required to talk or hear.
- The employee is also regularly required to stand, walk, sit, and use hands to finger, handle, feel, climb or balance, and stoop, kneel, crouch or crawl.
- The employee must be able to lift a maximum of 40 lbs. and push, pull, or drag up to 100 lbs.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.
- The stress is often enormous, since the success of a company's product depends on the success of its marketing campaigns.
- Depending on the nature of the marketing campaign, some travel is required.

CERTIFICATES/LICENSES & REGULATIONS:

- Title 31 Bank Secrecy Act (Anti-Money Laundering)
- Must pass a background check.
- Required to obtain and maintain an unrestricted gaming license from the CS&KT Gaming Commission and NIGC.

I certify that I have read this job description and understand each one of the requirements for this position, including but not limited to the physical requirements.

By signing this document, I certify that I meet **all** the physical requirements for this job without limitation.

Employee Signature

Date

Employee (Print)

Date

HR Representative

Date