

ONEIDA TRIBE OF INDIANS OF WISCONSIN

Human Resources Department

JOB DESCRIPTION

APPLY IN PERSON AT:

Human Resource Department
909 Packerland Drive
Green Bay, WI 54303



OR MAIL TO:

Human Resource Department
P.O. Box 365
Oneida, WI 54155-0365

Phone: (920) 496-7900

Fax: (920) 496-7490

Job Line: 1-800-236-7050

APPLY ONLINE AT:

<http://oneida-nsn.gov>

SECOND POSTING OPEN TO ALL APPLICANTS

POSITION TITLE: Director of Marketing
POSITION NUMBER: 00622
DEPARTMENT: Marketing
LOCATION: 2040 Airport Dr Green Bay WI
DIVISION: Gaming
RESPONSIBLE TO: Gaming General Manager
SALARY: E08 \$66,572/Annually (NEGOTIABLE DEPENDING ON EDUCATION & EXPERIENCE)
(Employees will receive 5% below the negotiated pay rate during their probationary status.)
CLASSIFICATION: Exempt
POSTING DATE: June 26, 2014
CLOSING DATE: Until Filled
Transfer Deadline: July 3, 2014
Proposed Start Date: As Soon As Possible

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

The Oneida Tribe of Indians of Wisconsin does not discriminate on the basis of race, color, national origin, sex, religion, age or disability status in employment or the provision of services. However, individuals of Indian ancestry and Veterans will be given preference by law in initial employment or re-employment.

POSITION SUMMARY

Accomplish the Marketing Departmental objectives by planning, organizing and directing all functions required to promote the Oneida Casino's marketability and promotional value and increase sales of products and services offered by the Oneida Gaming Division. Ensure the Marketing Department operates in accordance with contractual requirements and applicable laws, regulations, policies and procedures. Maintain confidentiality of all privileged information. This is a contracted position. Continuation of this position is contingent upon funding allocations.

DUTIES AND RESPONSIBILITIES:

1. Provide excellent customer service for all internal and external customers of the Marketing operations at all times and in all activities. Establish and maintain effective working relationships with all internal and external customers of Oneida Gaming operations. Develop solutions for customer concerns and continual focus on customer service as our top priority.
2. Provide leadership for all Marketing personnel. Participate and provide input to senior management regarding activities, strategic planning, budget development, and performance review processes. Ensure personnel policies and procedures are developed, implemented, utilized and demonstrate effectiveness; Human resource practices are in place and adhered to; Employee development and recognition activities are in place and effective. Continually focus on improving human resource activities to ensure personnel growth and organizational effectiveness.

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DUTIES AND RESPONSIBILITIES: (Cont.)

3. Supervise, assign duties to, and coordinate the activities of staff to include evaluations, scheduling, disciplinary actions, hiring, training, orientation, coaching, and employee motivation.
4. Managing the daily operational budget and all fiduciary concerns of the Marketing department.
5. Develop, maintain, and facilitate effective communication processes and activities for all personnel of the Marketing department. Ensure Marketing activities are reported to appropriate personnel in a timely and effective manner to include established procedures and processes which will be utilized at all times ensuring maximum understanding and coordination.
6. Ensure all personnel adhere to established personnel policies, procedures, departmental standard operating procedures, regulatory compliance requirements, audit, legal regulations, laws, and practices. Represent Gaming management at meetings or any forum intended to address regulatory compliance of Oneida Gaming.
7. Develop a comprehensive marketing plan to include planning, implementing, evaluating and forecasting to achieve a yearly financial objective.
8. Ensure marketing surveys, with gaming management involvement, are being conducted on a regular basis for all Gaming Departments.
9. Research and analyze all potential internal/external entertainment events and/or opportunities to maximize casino exposure regionally, nationally, and internationally.
10. Develop and maintain a comprehensive entertainment plan. Develop and maintain an effective Advertising, Promotional and Player Development program in cooperation with all gaming areas within cost justified guidelines.
11. Work closely with management personnel to ensure effective marketing of all Oneida Casino profit centers and ensure the marketing staff is working cooperatively with each profit center.
12. Ensure all vendor contracts are complete, accurate and submitted to the appropriate gaming and non-gaming areas in a timely manner.
13. Host regular staff meetings to ensure communication between personnel and program-related activities.
14. Achieve financial objectives by preparing and administering annual budget; presenting and justifying budget recommendations to appropriate personnel.
15. Ensure all aspects of entertainment (licensing, union rules and regulations, etc...) are followed.
16. Contribute to departmental effectiveness by identifying short-term and long-term goals; Addressing issues concerning department effectiveness; Providing information and commentary pertinent to deliberations; Recommending options and courses of actions; Implementing directives.
17. Keep Gaming General Manager and other departments informed of status of department activities by attending meetings and submitting reports.
18. Maintain professional and technical knowledge by conducting research, attending seminars, trade shows, educational workshops, classes and conferences; Reviewing professional publications; establishing networks; Participating in professional societies; Conferring with representatives of contracting agencies and related organizations.
19. Develop, implement and enforce Department Standard Operating Procedures
20. Adhere to all Tribal Personnel Policies and Procedures, Tribal Standard Operating Procedures, and Area and Program Strategic Plans and Policies.
21. Maintain strict department security, confidentiality, and quality to meet professional standards of the department.
22. The above duties and responsibilities are not an all-inclusive list but rather a general representation of the duties and responsibilities associated with this position. The duties and responsibilities will be subject to change based on organizational needs and/or deemed necessary by the supervisor.

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT:

1. Frequently walk, sit, use hands to finger, handle, or feel, reach with hands and arms, talk and hear.
2. Occasionally stand, stoop, kneel, crouch, crawl, lift and/or move up to twenty-five (25) pounds.
3. Work is generally performed in an office setting with a moderate noise level or in a casino setting with a higher noise level and where cigarette smoke is prevalent.
4. Work environment is **NOT** smoke, noise, or dust free.
5. A Tuberculosis (TB) Screening and/or TB Skin Test is required within thirty (30) days of employment and annually thereafter.

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STANDARD QUALIFICATIONS:

1. Knowledge of the Oneida Gaming Division and its structure.
2. Knowledge of and experience in the practices and principles of: Strategic planning (short-term planning and long-term planning) to include:
 - a. budget planning
 - b. database segmentation
 - c. revenue analysis
 - d. revenue forecasting
 - e. reinvestment strategies
 - f. profitability model
 - g. key performance indicators in casino marketing
 - h. print and broadcast advertising
 - i. public relations
 - j. promotions
3. Knowledge and experience in human resources management policies and procedures.
4. Proficiency in a Windows PC environment including MS Office (Word, Powerpoint, Excel).
5. Proven experience providing profitable marketing direction across multiple marketing initiatives.
6. Knowledge of statistical compilation and analyses.
7. Skill in problem solving, human relations, and time management.
8. Skill in mathematics, logic and analytics necessary to plan, forecast and assess casino marketing initiatives.
9. Skill in leading, mentoring and motivating a diverse team.
10. Ability to exercise initiative and independent judgment.
11. Ability to work extended hours and various work schedules.
12. Ability to communicate efficiently and effectively both verbally and in writing.
13. Ability to establish and maintain good working relationships with individuals of varying social and cultural backgrounds.
14. Must adhere to strict confidentiality in all matters. **(Must sign a confidentiality statement prior to employment).**
15. Must be willing and able to obtain additional education and training.
16. Must pass a pre-employment drug screening. Must adhere to the Tribe's Drug and Alcohol Free Workplace Policy during the course of employment.
17. Must pass a background security check with the Oneida Tribe in order to meet the Employment Eligibility Requirements, Tribal/State Compact and/or Oneida Tribe Gaming Ordinance as they pertain to the position. A temporary license or Gaming License issued by the Oneida Gaming Commission is required as a condition of employment and continuing employment within the Oneida Tribe's Gaming Division.
18. A valid driver's license, reliable transportation and insurance are required. Must obtain a Wisconsin driver's license within thirty (30) of employment if applicant has an out-of-state driver's license. Must be authorized as eligible to operate a personal vehicle under the Oneida Tribe's Vehicle Drivers Policy prior to actual start date. Must obtain drivers' eligibility as a condition of employment.

PREFERRED QUALIFICATIONS:

Applicants please clearly state on the application/resume if you meet these qualifications.

1. Master's degree in a Marketing related field preferred.
2. Knowledge of tribal, federal, and state accounting, purchasing and auditing policies and procedure
3. Three (3) years top level Marketing Executive experience.

MINIMUM QUALIFICATIONS:

Applicants please clearly state how you meet these qualifications on the application/resume.

1. Must be eighteen (18) years of age or older.
2. Bachelor's Degree in Marketing, Business or closely related field, plus seven (7) years of direct marketing experience, and five (5) years in a supervisory capacity.
3. Three (3) years of strong database skills to include extensive knowledge in data-mining, data extraction and data analysis.
4. A test will be conducted to assess Marketing competencies. **(Must pass Marketing test administered by the Human Resource Department.)**

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ITEMS TO BE SUBMITTED:

1. **Must provide a copy of Diploma, Official Transcripts, License, Degree or Certification.**
2. Two (2) letters of reference: One (1) Professional and One (1) Personal.
3. Employment Portfolio to include seven (7) years of demonstrated work experience in the following:
(Indicate specifically where experience was acquired)
 - a. Leadership – five (5) years
 - b. Revenue Strategies: Analysis, Forecasting and measurement criteria
 - c. Database Segmentation Analysis
 - d. Budgetary Execution