

APPLY IN PERSON AT:
Human Resource Department
909 Packerland Drive
Green Bay, WI 54303



A good mind. A good heart. A strong fire.

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>

POSITION TITLE: Assistant Marketing Director-Promotions
POSITION NUMBER: 00045
DEPARTMENT: Marketing
LOCATION: 2040 Airport Dr Green Bay WI
DIVISION: Gaming
RESPONSIBLE TO: Marketing Director
SALARY: E06 \$50,338/Annually (NEGOTIABLE DEPENDING ON EDUCATION & EXPERIENCE)
(Employees will receive 5% below the negotiated pay rate during their probationary status.)
CLASSIFICATION: Exempt
POSTING DATE: August 22, 2016
CLOSING DATE: August 29, 2016
Transfer Deadline: August 29, 2016
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 Department objectives by planning, organizing and directing all functions required to oversee the Promotions and Players Club Department, its operations and expenditure budget. Responsible for marketing and casino promotions ensuring budget and revenue projections are met. Create, develop and implement profit generating Promotions and promotional calendar for the Oneida Casino and all Gaming departments. Ensure effective and quality services for Gaming customers. 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 Promotions and Players Club 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 continually focus on customer service as our top priority.
2. Provide leadership for all Promotions and Players Club personnel. Participate and input into senior management activities, strategic planning, budget development, and performance review processes. Ensure personnel policies and procedures are developed, implemented, utilized and effective. Ensure effective human resources practices are in place and adhered to. Ensure employee development and recognition activities are in place and effective. Continually focus on improvements in all human resources activities to ensure personnel growth and organizational effectiveness.

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DUTIES AND RESPONSIBILITIES: (Cont.)

3. Ensure all Promotions and Players Club personnel understand their duties and responsibilities and have the resources available to carry them out. Responsible for establishing performance measures for all activities of the Promotions and Players Club operations. Responsible for monitoring work performance and takes corrective actions to ensure the responsibilities of the Casino Promotions personnel are carried out. Responsible for the efficient management of the daily operational budget and all fiduciary concerns of the Casino Promotions function. Ensure all personnel adhere to all established personnel policies and procedures and departmental standard operating procedures. Manage all employees in operational entities and hold them accountable for providing excellent customer service as well as performing expected job duties.
4. Assess and analyze all work performance activities for the purpose of continually improving in any area. Ensure systems that ensure work activities get done are in place. Ensure systems and people are aligned to get results established in all areas. Make improvements as needed and recommends needed improvements to all Sr. Management personnel. Prepare analytical reports as requested by Director, Gaming General Manager and Oneida Business Committee within required time lines.
5. Develop, maintain, and facilitate effective relationships, communications processes and activities with all Promotions and Players Club personnel and all other internal and external customers. Ensure Promotions and Players Club activities are reported to appropriate personnel in a timely and effective manner. Ensure established procedures, and processes are utilized at all times to ensure maximum understanding and coordination is in place. Conduct regular department meetings to ensure effective communications take place.
6. Ensure compliance to all regulatory requirements in all areas at all times. Work closely with Marketing Director in establishment of needed results of this key area. Meet with internal and state auditors as requested to provide information on Promotions and Players Club processes. Ensure all personnel adhere to all regulatory, audit, and legal regulations or laws and practices. Represent Gaming management at meetings, in reporting, or any forum intended to address regulatory compliance of Oneida Gaming.
7. Coordinate, develop and implement a revenue generating promotion calendar of events for the Oneida Casino that clearly define objectives, goals, schedules and action assignments.
8. Notify Oneida Casino Departments of promotional calendar; ensure staffing needs are maintained or increased for all promotional events; monitor promotional events for any changes that may be needed and notifies all involved parties.
9. Improve staff effectiveness by counseling, training and recommending disciplinary action for employees; planning, delegating, monitoring, and appraising job tasks and results in a timely manner.
10. Responsible for meeting the revenue projections as set forth by the Assistant General Manager/Finance.
11. Assist profit centers with meeting their development plan goals and monthly/annual revenue projections through effective use of promotional campaigns.
12. Responsible for the creation, implementation and monitoring of the Development Plan for Casino Promotions strategies for Promotional and Players Club personnel.
13. Work with the Advertising Department to ensure proper method of message, image and advertising meet the needs of the promotion, based on investment and return on investment.
14. Review and track player information from club database to identify trends or areas of opportunity for customer relationship marketing, revenue generation or new membership.
15. Work collaboratively with MIS and/or outside vendors to ensure new technologies are successfully implemented for Casino Promotions and Players Club personnel.
16. Ensure new members into the Players Club through enticing offers, promotions and events.
17. Implement aggressive and successful direct mail campaigns targeted to Players Club Card Members; create and implement direct mail strategies which coincide with promotional calendar while developing stand-alone direct mail programs; analyze all response rates, cost per response, analyze reports regarding overall success of direct mail pieces against performance.
18. Implement and monitor Promotional Station project enhancements/upgrades.
19. Create and monitor annual budget and operations for Promotions and Players Club areas; track and analyze cost of all events ensuring budgets are maintained.
20. Negotiate contracts for promotional purchases and special event entertainment to obtain the best possible rates/savings; ensure all contract requirements are met in coordination with Department Directors.
21. Host regular staff meetings to ensure communication between personnel and program-related activities.
22. Contribute to department's effectiveness by identifying short-term and long-range issues and goals that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of actions; implementing directives.

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DUTIES AND RESPONSIBILITIES: (Cont.)

23. Network with local and regional festivals for event organizing, incorporating plans in collaboration with Oneida Casino Promotional Calendar; develop relationships with businesses for the purpose of external promotional sponsorships.
24. Ensure Oneida Casino is represented as a successful, quality partner in all business endeavors and all communications released internally and externally are consistent with the image of Oneida Casino.
25. Work with Gaming Buyer for promotional purchases and review and approve requests for purchases as needed.
26. Keep Marketing Director and other departments informed of status of department activities by attending meetings and submitting reports.
27. 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.
28. Interact with charitable organizations both internally and externally for promotions and special events that the Oneida Casino will collaborate on.
29. Schedule and implement customer relationship marketing strategies for winners and losers campaigns including coordinating Winner's Parties.
30. Develop, implement and enforce Department Standard Operating Procedures.
31. Adhere to all Tribal Personnel Policies and Procedures, Tribal Standard Operating Procedures, and Area and Program Strategic Plans and Policies.
32. Maintain strict department security, confidentiality, and quality to meet professional standards of the department.
33. 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, feel, reach with hands and arms, talk and hear.
2. Occasionally stand and 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. Prolonged standing and walking may occur.
4. Evening, weekend, and/or holiday work will be required.
5. Work environment is **NOT** smoke, noise, or dust free.
6. A Tuberculosis (TB) Screening and/or TB Skin Test is required within thirty (30) days of employment and annually thereafter as required.

STANDARD QUALIFICATIONS:

1. Knowledge of the gaming division, its governing structure, documents and the relationship to the Oneida Tribe.
2. Knowledge of principles and practices of public relations, promotions, and marketing in a customer service oriented environment.
3. Knowledge of the Oneida Community, its history and culture.
4. Knowledge of tribal, federal, and state accounting, purchasing and auditing policies and procedures.
5. Knowledge in human resources management policies and procedures.
6. Knowledge of statistical compilation and analyses.
7. Skill in problem solving, human relations, and time management.
8. Ability to create promotional events.
9. Ability to exercise initiative and independent judgment.
10. Ability to work extended hours and various work schedules.
11. Ability to demonstrate a high level of sensitivity to community issues and concerns.
12. Ability to communicate efficiently and effectively both verbally and in writing.
13. Ability to establish and maintain good working relationships with the individuals of varying social and cultural backgrounds.
14. Must adhere to strict confidentiality in all matters. **(Must sign a confidentiality statement prior to employment.)**

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STANDARD QUALIFICATIONS: (Cont.)

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 Nation 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. Must obtain a Wisconsin driver's license within thirty (30) days 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 maintain driver's eligibility as a condition of employment.

PREFERRED QUALIFICATIONS:

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

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. **Must be an enrolled member of the Oneida Tribe of Indians of Wisconsin.**
3. Bachelor's Degree in Marketing, Communications, Public Relations, Business or closely related field; five (5) years of progressive work experience in marketing; three (3) years in a supervisory capacity; an equivalent combination of education and experience may be considered.

ITEMS TO BE SUBMITTED:

1. **Must provide a copy of Diploma, License, Degree or Certification upon employment.**