

APPLY IN PERSON AT:

Human Resources Department
909 Packerland Drive
Green Bay, WI 54303



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

OR MAIL TO:

Human Resources 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>

FIRST POSTING OPEN TO ONEIDA ENROLLED TRIBAL MEMBERS ONLY

POSITION TITLE: Social/Digital Media Specialist
POSITION NUMBER: 02728
DEPARTMENT: Marketing
LOCATION: 2040 Airport Dr Green Bay WI
DIVISION: Gaming
RESPONSIBLE TO: Advertising Account Representative
SALARY: NE12 \$18.65/Hr (NEGOTIABLE DEPENDING ON EDUCATION & EXPERIENCE)
(Employees will receive 5% below the negotiated pay rate during their probationary status.)
CLASSIFICATION: Non-Exempt
POSTING DATE: February 24, 2017
CLOSING DATE: March 3, 2017
Transfer Deadline: March 3, 2017
Proposed Start Date: As Soon As Possible

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

The Oneida Nation 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

Propose, develop, implement and manage all marketing social media/digital initiatives. Defines strategizes in how social media marketing techniques will be applied to increase visibility and traffic; to include defining key performance indicators and implements measurement, analytics, and reporting method to gauge success. This position will also ensure effective and professional communication, resolves guest complaints, and work closely with Marketing team. Continuation of this position is contingent upon funding allocations.

DUTIES AND RESPONSIBILITIES:

1. Provide excellent customer service and support for all internal and external customers of Marketing operations at all times and in all activities. Establish and maintain effective working relationships with all internal and external customers of Oneida Casino. Provide solutions for customer concerns and continually focus on customer service as our top priority.
2. Develop, maintain, and facilitate effective relationships, communication processes and activities with all Marketing personnel, and all other internal and external customers.
3. Ensure established procedures, and processes are utilized at all times to ensure maximum understanding and coordination is in place.
4. Attend and conduct department meetings to ensure effective communications take place.
5. Utilize brand and direct marketing principles including target marketing to establish and enhance Oneida Casino's market share.
6. Coordinate and organize website content in both graphics and text form between Oneida Casino Departments while meeting strict deadlines.
7. Maintain and update Oneida Casino website and social media content, overseeing quality assurance and change initiatives. Schedule kiosk and video column content per project deadlines.
8. Ensure social media tools are kept up to date. Includes monitoring presence on sites such as Facebook, Twitter, YouTube and other similar sites and blogs.

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DUTIES AND RESPONSIBILITIES: (Cont.)

9. Coordinate, organize and maintain Electronic Message Centers (EMCS) and digital outdoor media in both graphic and text form.
10. Responsible for research, knowledge and applicable laws regarding changes and advancements in social media, internet marketing and email marketing.
11. Monitor and track established benchmarks and key performance indicators for measuring the impact of web and social media programs. Analyze, review and report on effectiveness of campaigns in an effort to maximize results. Including but not limited to email marketing, online advertising, mobile and emerging media.
12. Update various websites including Yelp, Trip Advisor, Google Search etc.
13. Coordinate, organize, and maintain Coolsign/End caps, and video columns content in both graphics and text form.
14. Regularly provide feedback on insights and gained social media monitoring to Marketing team to help them evolve strategies.
15. Work closely with Marketing team to develop and maintain a robust website/social media content strategy.
16. Log and inventory winner photos and slot machines.
17. Adhere to all Tribal Personnel Policies and Procedures, Tribal Standard Operating Procedures, and Area and Program Strategic Plans and Policies.
18. 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 sit, walk, use hands to finger, handle, feel, reach with hands and arms, talk and hear.
2. Occasionally stand, stoop, kneel, crouch, crawl, lift and/or move up to 25 pounds.
3. Work is generally performed in an office setting with a moderate noise level and in a Casino setting with exposure to second-hand smoke and high noise level.
4. Work environment is NOT a 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 as required.

STANDARD QUALIFICATIONS:

1. Knowledge of the gaming division, its governing structure, documents and the relationship to the Oneida Nation.
2. Knowledge of business English, proper spelling, grammar, punctuation and basic math.
3. Knowledge of developing written content for social media, website, and other key communication collateral.
4. Knowledge of branding, marketing, digital media software and visual communication skills.
5. Skill in graphics design, video editing, and understanding of web design.
6. Skill in utilizing web and social media content.
7. Ability to represent the organization in a professional, tactful and respectful manner.
8. Ability to conduct and manage research analysis.
9. Ability to work independently with minimal supervision.
10. Ability to communicate effectively both verbally and in writing.
11. Ability to interact and maintain good working relationships with individuals of varying social and cultural backgrounds.
12. Ability to handle multiple tasks and meet strict deadlines.
13. Must adhere to strict confidentiality in all matters. **(Must sign a confidentiality statement prior to employment.)**
14. Must be willing and able to obtain additional education and training.
15. Must pass a pre-employment drug screening. Must adhere to the Tribe's Drug and Alcohol Free Workplace Policy during the course of employment.
16. Must pass a background security check with the Oneida Nation 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 Nation's Gaming Division.
17. 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 Nation's Vehicle Drivers Policy prior to actual start date. Must maintain driver's eligibility as a condition of employment.

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PREFERRED QUALIFICATIONS:

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

1. One (1) year experience working with Macintosh Platform environment.
2. One (1) year experience working with internal/external casino communication.

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 Communication Arts, Marketing, Computer Science or related field.
3. One (1) year experience in website, social media and/or digital marketing; 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.**