

JOB DESCRIPTION

POSITION: Direct Marketing Coordinator

POSTING DATE: 10/30/2017

WAGE: \$16.00/Hour, Negotiable

CLOSING DATE: 11/13/2017

**Table of Equivalencies Applies
Full-Time + Shift Differential**

**Reports Directly To: Database Marketing Manager
Location: Gaming Division**

Every employee of North Star Mohican Casino Resort is expected to greet and service our customers in a friendly, respectful manner and create a warm, fun atmosphere so that our customers feel welcome and enjoy visiting our establishment. North Star Mohican Casino Resort strives to provide a positive team environment where everyone contributes.

GENERAL RESPONSIBILITIES:

Program all direct mail offers in campaign management system in an accurate and timely fashion.

STANDARD QUALIFICATIONS:

1. Must be able to obtain and maintain a Mohican Nation Gaming License.
2. Must submit to a Criminal Investigation Background Check (CIB).
3. Must submit to and pass a pre-employment drug screening and health screening.
4. Must be flexible with schedule to work all shifts, weekends and holidays.
5. Must be able to work with a variety of people with diverse personalities.
6. Must have a positive attitude and provide a teamwork structure within the department.
7. Must be willing to enhance self-development and be willing to adapt to change.
8. Must be willing to attend all applicable training.
9. Must have demonstrated ability to maintain a satisfactory working record in any prior and/or current employment.
10. Must be eligible for insurance under the employer's liability insurance.
11. Must be at least 18 years of age.

EDUCATIONAL REQUIREMENTS:

1. High School Diploma or GED is required.
2. Associate's or Bachelor's Degree in Marketing, Business Communications, or related field is preferred. Candidate may qualify if they can demonstrate a minimum of two (2) years of experience in direct mail coordination along with a high degree of Microsoft Excel and Access proficiency.

DUTIES:

1. Ensures that the highest standards of customer service are maintained in accordance with policies and procedures set forth by North Star Mohican Casino Resort.
2. Must maintain an acceptable departmental attendance record.
3. Must be reliable and prompt when reporting to work.
4. Must wear the approved departmental uniform.
5. Must adhere to all established rules, regulations, procedures and policies of North Star Mohican

Casino Resort and the Marketing Department.

6. Assist in coordinating and executing the implementation of all database marketing including direct mail, SMS, email and tier communications programs.
7. Return all guest inquiries regarding their direct mail offers with the highest degree of guest service skills.
8. Maintain proforma and post analysis reports for all direct marketing initiatives on a monthly basis.
9. Maintain expense records and coordinate purchase order information for all direct marketing programs.
10. Responsible for maintaining all records pertaining to the response and tracking of all database programs in an organized fashion.
11. Assist in writing coupon copy and request and create appropriate coding for tracking all offers.
12. Coordinate with the marketing management and other appropriate staff to determine appropriate matrix setup, information and system settings for each direct mail project.
13. Must have a positive attitude and provide a teamwork structure within the department.
14. Must adhere to the Casino's Drug and Alcohol-Free Workplace Policy during employment.
15. Must maintain compliance with all workplace policies, procedures, ordinances, laws and other communicated expectations, including but not limited to: Employment Manual, Gaming Ordinance, State Gaming Compact, Tribal Internal Controls, Departmental Procedures, memos or other communication from supervisory or regulatory personnel.
16. The above-mentioned 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 upon organizational needs and/or deemed necessary by the department manager.

QUALIFICATIONS:

1. A minimum of one (1) year front-of-house gaming experience is preferred.
2. Must be able to demonstrate outstanding written and verbal communication skills.
3. Must have excellent customer service and organizational skills.
4. Must be meticulous and able to execute multiple, highly detailed projects at one time.
5. Must be able to maintain a professional attitude always.
6. Must be computer-literate with specific proficiency in Microsoft Word, Excel and Access applications.
7. Must have the ability to prioritize and manage multiple projects ensuring completion of projects in a timely fashion.
8. Must be a team player and can work under strict deadlines.
9. Looking for a self-starter with excellent follow through.

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT:

1. Frequently walk, sit, use hands to 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
4. higher noise level and where cigarette smoke is prevalent.
5. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, color vision and depth perception and the ability to adjust and focus, with the aid of prescription glasses/contacts, if needed.
6. Work environment requires excellent personal hygiene, due to working near others.
7. Work environment is **NOT** smoke, noise, or dust free.

SUBMIT APPLICATION & RESUME TO:

Human Resource Department
North Star Mohican Casino Resort
W12180 County Road A

Bowler, WI 54416 or Email completed application to: maureen.christensen@northstarcasinoresort.com

Or Fax completed application to (715)787-4113

THE STOCKBRIDGE-MUNSEE COMMUNITY OPERATES AS AN EQUAL OPPORTUNITY EMPLOYER , EXCEPT INDIAN PREFERENCE IS GIVEN IN ACCORDANCE WITH THE TRIBAL EMPLOYMENT PREFERENCE ORDINANCE.

WE ARE A DRUG FREE EMPLOYER. CANDIDATES MUST PASS A DRUG SCREEN & REMAIN DRUG FREE

Although an interview may be granted, this does not determine that the candidate fully meets the qualifications until it is determined by the interview team.