

**POSITION:** Digital Media Coordinator      **POSTING DATE:** January 21, 2022

**WAGE:** \$17.92/Hour, Negotiable      **CLOSING DATE:** Until Filled

**Location:** Gaming Division      **Reports Directly To:** Advertising Manager  
**Full-Time + Shift Differential**

**Resume is required with application**

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 requires all our employees to be fully COVID Vaccinated or have an approved exemption along with an approved accommodation. North Star Mohican Casino Resort strives to provide a positive team environment where everyone contributes.

**GENERAL RESPONSIBILITIES:**

Coordinate, organize, write, and maintain the Mohican North Star Casino Resort's digital and social media presence while adhering to brand guidelines. The Digital Media Coordinator provides website support, email, app and SMS campaign design and development, content management, and paid search optimization to the Mohican North Star Casino and Resort.

**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. A minimum of an associate degree in Marketing, graphic Design, Public Relations, Business Communications, or related field is required. Bachelor's Degree in areas listed is preferred.

**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. Design, develop, proof, and implement digital media content plans for social media, app push messaging, and email campaigns.
3. Assist in the planning, implementation, and overall evaluation of all integrated market campaigns. Work with the Mohican North Star Casino and Resort Marketing team to map out a cohesive content strategy and calendar and then deliver upon that strategy.
4. Assist in design/implementation strategy of social media advertisements
5. Design and implement a regular social media strategy across various social media platforms. A monthly calendar will be designed, reviewed, and approved with the Marketing team.
6. Schedule creative posts and monitor campaign engagement and analytics.
7. Ensure online content is optimized to engage target audiences and accurately promote the brands. This will include the design and creation of events, blog posts, graphics, informational pieces, special promotions, and managing online listings.
8. Meet with the Marketing team as needed to brainstorm, plan, and review all content.
9. Develop and implement unique and creative campaigns to help raise the brands' online reputations.
10. Maintain expense records and coordinate purchase order information for all Digital Media programs.
11. Must maintain an acceptable departmental attendance record.
12. Must be reliable and prompt when reporting to work.
13. Must adhere to all established rules, regulations, procedures, and policies of North Star Mohican Casino Resort and the Marketing Department.
14. Responsible for maintaining all records pertaining to the response and tracking of all digital media programs in an organized fashion.
15. Must adhere to the Casino's Drug and Alcohol-Free Workplace Policy during employment.
16. 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.
17. 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. One (1) year of work-related experience in social media, digital marketing, or email marketing is required.
2. Applicant may be asked to complete and pass a basic social media platform and or computer skills test.
3. Must be able to demonstrate excellent written and verbal communications skills including strong editing and proofreading skills.
4. Must have technical knowledge and understanding of social platforms.
5. Must have excellent customer service and organizational skills.
6. Entry level/beginner knowledge of Adobe Creative suite in PC platform.
7. Strong critical thinking and problem-solving skills
8. Must be meticulous and able to execute multiple, highly detailed projects at one time.
9. Must be able to continually maintain a professional attitude.

10. Must be computer-literate with specific proficiency in Microsoft Word, Excel, and Access applications.
11. Must be a team player and can work under strict deadlines.
12. Must have reliable transportation.
13. 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 higher noise level and where cigarette smoke is prevalent.
4. 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.
5. Work environment requires excellent personal hygiene, due to working near others.
6. 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: [jobs@northstarcasinoresort.com](mailto:jobs@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.**