



Menominee Casino Resort

2nd Posting

Position Marketing Analyst

Job Status Full-Time

Minimum Age 21

Wage \$17.65

Date Posted Monday, June 17, 2024 12:00:00 AM

Date Closed

FIRST POSTING: OPEN 5 DAYS AND LIMITED TO ANY ENROLLED MENOMINEE TRIBAL MEMBER. SECOND POSTING: OPEN TO THE GENERAL PUBLIC.

SUMMARY

The Marketing Analyst position is an integral part of the Marketing Department, that is responsible for managing and maintaining customer databases, ensuring data accuracy, integrity, and compliance with data protection regulations for Menominee Casino Resort/Thunderbird Complex (MCR/TC). The Marketing Analyst shall undertake market research, understand the trends and customer preferences, create marketing strategy and oversee the creation of marketing materials and content, and perform all other relevant tasks essential for increasing the business's sales.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for providing data analysis and reporting of the casino customer database to Marketing Director and Management as necessary.

Responsible for running player tracking system reports which provide information on player worth, trip history/visits, games played, as well as demographic information.

Responsible for evaluating current, future, and past casino events, programs, mailings and promotions, to determine their profitability for the MCR/TC and to make recommendations for improved results.

Responsible for providing Marketing Director and GM/AGM with reports and analysis of casino database information and revenue generating departments, as needed.

Responsible to assist MCR/TC departments and the Gaming Commission with marketing data and financial reports, i.e., flash report.

Shall be available to work all shifts including weekends and holidays to assist with marketing events and promotions as business demands require.

Analyze and segment customer data to identify target audiences, personalize marketing communications, and optimize campaign effectiveness.

Shall be knowledgeable of computer systems such as CMP, Business Intelligence, Oracle, Tableau and other systems used by MCR/TC.

Assist with segmenting customer base information and creating specialized marketing campaigns that are designed to appeal to specific groups of people.

All other duties assigned by Marketing Director.

QUALIFICATION REQUIREMENTS

Must be computer proficient with word-processing and spreadsheet/database software.

Must be proficient using casino Player Tracking Systems. Must have strong analytical skills. Must be able to pass a background check. Must not have been convicted of a felony. Must be 21 years of age or older. Must possess a valid Driver's License. Must be able to be approved for and maintain a valid gaming license. Preference given to qualified Menominee or other Native American Applicants

EDUCATION and/or EXPERIENCE

The successful candidate will hold at a minimum an Associate's Degree in Business Admin., Marketing or related field or Five (5)

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years of experience in Marketing Analysis specifically related to Casino Operations.

SPECIAL QUALIFICATIONS

Shall be detail oriented with ability to perform critical/analytical thinking.
Shall be a problem solver with excellent communication skills to resolve issues.
Shall have organizational skills with focus on meeting deadlines as required.
Ability to adapt in a changing, fast-paced work environment.
Present in a neat, well groomed professional manner in accordance to company policies and procedures.
Successful candidate must have demonstrated a superior work record including an outstanding attendance record.

CRIMINAL BACKGROUND MINIMUM REQUIREMENTS

No person shall be eligible for employment at Menominee Casino Resort/Thunderbird complex if they have been convicted, or have a pending unresolved charge of:

- Any crime which would require compliance with the reporting requirements for sex offenders pursuant to Menominee or Wisconsin law; or
- A felony conviction of any kind in the immediately preceding two years
- A crime of any kind related to gambling in the immediately preceding two years
- A crime of any kind related to theft, fraud, or misrepresentation in the immediately preceding two years;
- A crime of any kind related to a crime of violence, or involving domestic violence, or a drug offense involving sale of drugs, or possession with intent to sell drugs during the immediately preceding 2 years.

LANGUAGE SKILLS

Ability to read, analyze, and interpret simple documents, such as safety rules, operating and maintenance instructions, and procedure manuals.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an Employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the Employee is regularly required to talk or hear. The Employee is also regularly required to stand; walk; sit; and use hands to finger, handle, or feel objects, tools or controls. The Employee is occasionally required to reach with hands and arms, and to sit; climb or balance; and stoop, kneel, crouch or crawl.

The Employee must frequently lift and/or move up to ten pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an Employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.