



## Menominee Casino Resort

### 2nd Posting

**Position** Promotions Coordinator

**Job Status** Full-Time

**Minimum Age** 18

**Wage** \$17.65

**Date Posted** Monday, June 17, 2024 8:00:00 AM

**Date Closed**

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

### SUMMARY

Responsible for all marketing based promotions of the Menominee Casino Resort. Promotions Coordinator will collaborate with the Guest Services Manager and the Marketing Director to develop and approve all promotions.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Responsible for ensuring that all promotion procedures and approvals are received prior to each event.
2. Work with Marketing Director and Guest Services Manager to develop guidelines to measure the effectiveness and profitability of special events and promotions.
3. Work with Marketing Director and Guest Services Manager as needed to develop future promotions designed to increase daily guest counts and revenue figures for the casino.
4. Assist with the development of new marketing strategies to increase casino revenue and brand awareness.
5. Manage all Promotional Kiosk based promotions, as well as any interactive promotions on casino floor.

### ADDITIONAL RESPONSIBILITIES:

1. Work with Communications Specialist/Graphic Artist to ensure that promotional posters, slot toppers and/or flyers are printed in a timely manner to help promote entertainers and increase ticket sales.
2. Collaborate with Convention Center Staff, Bingo Staff and Marketing Director to explore opportunities for use of the convention center and bingo hall for any and all potential special events to drive revenue and brand awareness.
3. Work with the Graphics and Communications Staff to effectively communicate to all departments up-coming events and programs to be implemented.
4. Accountable for ensuring that all promotions and events on the casino floor represent the company in a professional manner at all times.
5. Attend all entertainment related functions and events, and serve as event facilitator as needed.
6. Participate in trade shows – including booth space rental, travel/room and payment arrangements, booth set-up and teardown, working the booth as needed, as well as ordering giveaways and handling collateral materials.
7. Works closely with Hotel, Restaurant, Gift Shop, Guest Services and Table Games staffs to handle guest, vendor, player, entertainer, donation, and sponsorship comps, certificates, rooms, meals and prizes as required by each program.
8. In the absence of the Marketing Coordinator, will handle the donation program, processing requests, issuing room and meal certificates, and prizes as needed.
9. Helps coordinate and participates in local community functions such as parades and float productions, Pow Wow activities, etc.
10. Works closely with the Graphics/Communications Specialist to ensure fulfillment of all contractual and rider needs of entertainers including but not limited to processing payments, arranging transportation, sound and lighting, hotel rooms (on or off site), meal tickets, and entertainer special requests within budget guidelines
11. Handles selection/ordering and disbursement of casino decorations for holidays and special occasions.
12. All other duties as assigned by the Marketing Director.

### QUALIFICATION REQUIREMENTS



## Menominee Casino Resort

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Must be able to work unusual hours, days, nights, weekends, and holidays. Must be able to withstand a background check. Preference is given to qualified Menominee or other Native American applicants. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### EDUCATION and/or EXPERIENCE

Minimum Requirement: Associates Degree in Marketing or related field and at least 2 years' experience working in entertainment or promotional field, OR a minimum of 5 years in a promotional marketing related field.

Preferred:

Bachelor's Degree in Marketing or related field plus minimum 3 years' experience working in a marketing or promotions field.

Candidate must possess knowledge of the surrounding market. Shall have a proven work record in previous positions. Shall have a pleasing personality, and able to deal effectively with the public through strong oral and written communication skills. Candidate must be of high integrity, honest and trustworthy.

Must possess a valid Wisconsin Driver's License and be eligible to be on the Menominee Indian Tribe Approved Driver's List.

### SPECIAL QUALIFICATIONS

Maintain physical stamina to work in a fast-paced, entertainment-orientated environment and deal effectively with problems or difficult situations as they arise. Ability to deal effectively and interact well with all guests and employees of the Menominee Casino Resort in all situations. Must have the ability to work all shifts including weekends and holidays as business demands require. Successful candidate must have demonstrated a superior work record including an outstanding attendance record. Must possess integrity, confidentiality and discretion in handling company information.

### 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 two years.

"In addition to the minimum criminal background requirements listed above, employee must meet the minimum criminal background requirements necessary to obtain a gaming license as stated in Menominee Tribal Code Chapter 347 and the Tribal Gaming Compact." Hiring in Gaming Position is contingent upon criminal background check.

### 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.



**MENOMINEE**  
CASINO RESORT

## **Menominee Casino Resort**

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.

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

The Employee must frequently lift and/or move up to ten (10) pounds.

### **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 to loud while on the Casino Floor.