

Palace Casino La Center
JOB DESCRIPTION

JOB TITLE: Marketing Coordinator

JOB SUMMARY: Responsible for the development and execution of on-site and off-site marketing programs, promotions and special events. Oversee implementation of all activities and projects within the marketing department in accordance with Company standards to accomplish desired strategic positioning and maximizing profits.

GAMING LICENSE REQUIRED: WSGC Employee License – Class B

SALARY RANGE: starting at \$16.00 hourly/DOE

POSITION REPORTS TO: General Manager/Corporate Marketing Director

EXTENT OF JOB AUTHORITY: To act in accordance with all company policies, procedures and internal controls ensuring compliance with acceptable ethical business standards.

MINIMUM EDUCATION REQUIRED FOR POSITION: High School degree or equivalent; College degree in Marketing preferred.

PHYSICAL REQUIREMENTS: Able to sit, stand, or walk for long periods of time. Must have manual dexterity to operate personal computer and other equipment.

SPECIFIC SKILLS/KNOWLEDGE/EXPERIENCE REQUIRED:

- Planning, budgeting, tracking and assessing marketing programs, advertising and promotions.
- Must have knowledge of graphic arts for use in various projects.
- Superior customer and employee communication skills required.
- Must be proficient in Word, Excel, Outlook, Publisher and PowerPoint.
- Creativity and ability to work independently a must.
- Self-starter with high level of initiative, enthusiasm and integrity.
- Ability to manage multiple projects simultaneously.

SPECIFIC DUTIES PERFORMED:

1. Create in-house brochures, flyers, signs, menus, table tents and graphic related projects.
2. Work with graphic designers for large format projects such as billboards, banner and posters and social media.
3. Prepare coupons and complete coupon tracking.
4. Prepare monthly recap reports including analyzing marketing performance to maximize its effectiveness and optimize return on investment (ROI).
5. Order merchandise for promotions and events.
6. Create forms, tracking sheets, etc.
7. Fill merchandise request for casino.
8. Maintain gift case and merchandise inventory.
9. Maintain accuracy of website and social media.
10. Must be flexible to cover special promotions/events at various times including weekends and evenings.
11. Perform other duties as assigned.

I have read and understand the job description listed above. I further understand that Michels Development, LLC maintains an “at will” employment policy for all its employees.

Print Name _____

Signature _____ Date _____