



Vacancy Announcement

Title: Marketing Manager

Reports to: Director of Marketing & Guest Services

Location: Yreka, CA

Salary: Competitive Salary, depending on experience

Classification: Full-Time, Regular, Exempt, Non-Entry Level

Summary:

The Marketing Manager is responsible for overseeing the day-to-day operations and team members of the Marketing Department at Rain Rock Casino Resort Hotel. This role ensures the successful execution of marketing initiatives while maintaining alignment with the company's policies, practices, and objectives. The Marketing Manager will manage key areas including direct mail, social media, promotions, special events, bus group coordination, resort sales, and relationships with external marketing agencies. This position plays a vital role in driving brand awareness, guest engagement, and revenue growth through strategic marketing efforts.

Application Deadline: Open Until Filled

Applications are available at all Tribal Offices or on the Internet at www.rainrockcasino.com

The Karuk Tribe's **(TERO) Preference and Drug & Alcohol Policy** apply. If selected applicants must successfully pass a drug screening test and be willing to submit to a criminal background check.

Job descriptions are available online at: www.rainrockcasino.com or by contacting the Human Resource Department, Telephone (530) 331-8258, Fax: (530) 937-6095, Email: human-resources@rainrockcasino.com

Responsibilities:

1. Collaborate with Gaming Operations to develop and implement player development programs that maintain a minimum 60% retained rated play.
2. Partner with Advertising to enhance brand awareness and strengthen market presence in key demographics.
3. Ensure all property signage is current, strategically placed, and effectively displayed for maximum impact.
4. Assist with the design and implementation of mass promotions and VIP events to drive revenue growth, increase customer retention, and attract new players.
5. Lead the execution of Direct Mail and social media marketing strategies to maximize engagement and outreach.
6. Support the management of the player development program to achieve year-over-year (YOY) growth in VIP and player net revenue.
7. Maintain and manage a comprehensive promotional calendar aligned with the property's marketing strategy.
8. Monitor marketing expenditures to ensure adherence to budgetary requirements and cost-effective execution.
9. Coordinate promotional events and key marketing initiatives with operational departments to ensure seamless execution and optimal guest experience.
10. Track competitor advertising and promotions, staying informed on market trends that may impact Rain Rock Casino & Hotel's marketing strategies.
11. Foster strong cross-departmental collaboration to ensure integrated marketing efforts and operational success.
12. Develop, manage, and optimize tour operator programs (bus groups) to enhance guest acquisition and drive YOY profitability.
13. Develop and oversee digital marketing initiatives, including SEO, SEM, and paid advertising campaigns, to boost online visibility and bookings.
14. Oversee website content and performance, ensuring an optimal user experience, updated promotions, and accurate information.
15. Establish and maintain strategic partnerships with local businesses, influencers, and tourism boards to expand market reach.
16. Develop and implement customer loyalty programs aimed at increasing guest retention and maximizing lifetime value.
17. Ensure brand consistency across all marketing channels, maintaining alignment with corporate identity and messaging.
18. Supervise and mentor marketing team members, providing leadership, coaching, and professional development opportunities.
19. Identify and capitalize on emerging marketing trends and technologies to enhance Rain Rock Casino & Hotel's competitive edge.

Working Conditions & Environment:

1. Must be able to obtain and maintain a gaming license as required by gaming regulations.
2. Must be able to work well with all Team Members.
3. Must be able to maintain focus in a high volume, fast paced environment.
4. Must be able to multi-task.
5. Must be willing to work in a smoke-filled environment.
6. Have ability to work all shifts, weekends, holidays & special events as needed.
7. Must possess the ability to lift at least 50 pounds.
8. Must be able to stand for long periods of time.
9. Must have a willingness and ability to work in an environment to which the team member is exposed to loud noise levels.
10. Must successfully pass a drug screening test and criminal background check.
11. Must adhere to confidentiality policy.

Level of Authority & Restrictions:

1. Supervisory position.

Minimum Requirements:

1. Must be at least 21 years of age.
2. Bachelor's degree in Marketing, Business Administration, Communications, or a related field. Equivalent work experience may be considered in place of a degree.
3. Minimum of 3 to 5 years of experience in casino marketing, or comparable experience within the hospitality or entertainment industry.
4. Experience in digital marketing, brand management, promotions, and player development programs is highly desirable.
5. Previous experience managing and developing marketing campaigns, budgets, and cross-functional teams.
6. Experience with marketing analytics tools, CRM software, and direct mail platforms.
7. Familiarity with Adobe Creative Suite or other design tools preferred.
8. Experience managing social media platforms and digital advertising campaigns.
9. Knowledge of casino marketing, gaming regulations, and player development strategies preferred.

10. Data-driven mindset with experience in analyzing marketing metrics, campaign performance, and consumer insights.

Tribal Preference Policy:

In accordance with the TERO Ordinance 93-0-01, Tribal Preference will be observed in hiring.

Veteran's Preference:

It shall be the policy of the Karuk Tribe and Rain Rock Casino to provide preference in hiring to qualified applicants claiming Veteran's Preference who have been discharged from the United States Armed Forces with honorable and under honorable conditions.

Acknowledgement:

I hereby acknowledge that I have read and reviewed this Job Description with my Team Leader. I also acknowledge that I have full and complete understanding of this Job Description and agree to the above noted Duties, Responsibilities, Requirements and Conditions.

Team Member Name Signature Date

Team Leader Name Signature Date