

Vacancy Announcement

Title: Marketing Team Member

Reports To: Director of Marketing and Guest Services

Location: Yreka, CA

Salary: Grade level 6, depending on experience

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

Summary: Under direct supervision of the Director of Marketing & Guest Services, creates and implements strategy to bring guests to the property. Analyzes, develops and delivers current social marketing deployment, social strategy development and integration plans to improve communication and increase community engagement and support. *This list of duties and responsibilities is illustrative only of the tasks performed by this position and is not all-inclusive.*

Application Deadline: January 23, 2024 by 5:00pm

Applications are available at all Tribal Offices or on the Internet at www.rainrockcasino.com, just click on the tab for Rain Rock Casino. 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) 598-5445, Address: 777 Casino Way, Yreka, CA 96097, Email: dbernal@rainrockcasino.com

Position Description

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Reports to: Marketing Manager

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Responsibilities:

1. Report system issues to the Marketing Manager.
2. Responsible for maintaining existing customer loyalty-based programs.
3. Responsible for implementing and oversight of the direct mail and email programs for Rain Rock Casino including data-mining, strategic segmentation, offer building, creative layout, proofing and data-checking.
4. Will work with various vendors and department members to insure creative, print production, copy writing, mail house services, e-mail and telemarketing efforts are executed in a timely and accurate manner.
5. Assists with analyzing player tracking data and running analytical reports.
6. Extract data lists for marketing direct mail, telemarketing, e-marketing, player development and promotional offers.
7. Maintain all customer list criteria for all casino programs.
8. Maintain accuracy and integrity of the customer database by tracking returned mail and duplicate accounts.
9. Maintain integrity of the database through data entry standardization and hygiene programs.
10. Create offers based on offer strategy/matrices within the Oasis 360 Super Playmate system.

11. Maintains an ongoing calendar and schedule of programs with expected and actual mailing dates.
12. Tracks direct mail expense and provides detailed costs for the Marketing Manager.
13. Act as the social media facilitator pertaining to listening, responding, asking questions and engaging the Rain Rock Casino audience.
14. Other duties as required or assigned by the Marketing Manager.

Working Conditions & Environment:

1. Specific vision abilities required by this job include close vision, depth perception, and ability to adjust focus.
2. Must be able to maintain focus in a high volume, fast paced environment.
3. Must be able to multi-task.
4. Will be working in a smoke-filled environment.
5. Have ability to work all shifts, weekends, holidays & special events as needed.
6. Must possess the ability to lift at least 50 pounds.
7. Must be able to stand for long periods of time.

Level of Authority & Restrictions:

1. Non-supervisory position.

Minimum Requirements:

1. Must be at least 21 years of age.
2. Must possess excellent organizational and communication skills.
3. Two (2) years' experience of direct mail coordination, special events, promotions or Players Club required.
4. This position requires working knowledge of computers and proficiency with Microsoft Office 365 products including Word, Excel, Power Point and Access. SQL and/or Oasis 360 Super Playmate experience is desired.
5. Must be able to analyze and interpret general business periodicals, profession journals, technical procedures, financial reports or governmental regulations. Write reports and business correspondence.
6. Must be able to effectively present information and respond to questions from top management, public groups, other team members, customers, and/or boards of directors. Organizational, interpersonal skills and team-oriented attitude are required.
7. Must be able to define problems, collect data, establish facts and draw valid conclusions, interpret an extensive variety of technical instructions in mathematical or diagram form

and deal with several abstract and concrete variables.

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.

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| Team Member Name | Signature | Date |
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| Team Leader Name | Signature | Date |
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Council Approved: *(date)*
Original to HR
Copy to Team Member
Copy to Team Leader