

## **Marketing Manager Job Description**

**JOB TITLE:** Marketing Manager  
**STATUS:** Exempt  
**DEPARTMENT:** Marketing  
**LOCATION:** Rocky View County, Alberta, Canada  
**REPORTS TO:** General Manager

### **SUMMARY**

To ensure that marketing strategies and initiatives are effectively implemented for the property and drawing guests to the facility, while developing and enhancing Century Casino's image and offerings. To increase racing and casino revenue through effective management of marketing activities. To work with Corporate and other properties to develop and implement promotions and activities to increase racing and casino revenue. To help manage marketing activities, including direct mail, VIP events, internal promotions (slot tournaments and food & beverage promotions), Guest contact and special events. Increase Winners Zone players club membership. Increase retail sales and help to run customer service counter. Drive restaurant and catering sales for Century Downs, reports and achievement of sales targets. Ensure staff performs in compliance with the operating license and, as directed, takes actions to enforce gaming regulations. To perform public relations with business partners and community members. To aid in maintaining budget, marketing reports required, and monthly admin duties as assigned. To perform all responsibilities in compliance with AGLC regulations.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:** Other duties may be assigned.

1. Develops and submits proposals to promote and increase casino revenue to General Manager for approval. Includes marketing plan with implementation strategies. Trains staff on the implementation of promotion activities. Informs employees in other departments of promotion plans and activities.
2. Required to be the face of the casino, on stage and in front of crowds using microphone to large groups.
3. Maintains Monthly Marketing Calendars and weekly reports, preform reports reviewing all events.
4. Coaches and supports marketing staff, event, and temporary staff.
5. Plans and executes large casino and racing promotional events, ensure seamless execution of core events including Slot Tournaments and Handicapping Tournaments as an example.
6. Develops and delivers sales results for Century Casino.
7. Maintains effective use of the Winners' Zone Player Club membership database.
8. Attends and participates in management meetings. Informs and coordinates Winners' Zone Players Club promotional activities with other departments.
9. Oversees and performs the functions of the Marketing Department, including Group Sales and the Players Club.
10. Hires, trains, schedules, rewards and disciplines marketing and customer service employees to meet and exceed performance standards. Maintains appropriate staffing levels.
11. Monitors guest attendance and makes comparisons to identify trends and patterns as it relates to marketing initiatives and special events.
12. Works with the Food and Beverage department, Racing department and the Slot department to develop and promote marketing initiatives.
13. Plans and directs the complete advertising of the facility including newsprint and radio, brochures, billboards, web-site access, etc. in coordination with Corporate and other Century properties.
14. Conducts market research and identifies target areas for marketing of the facility and aggressively pursues new and continued business.
15. Maintains industry association relations.
16. Actively participates in media, public and government relations as it relates to promoting gaming and business development.

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17. Makes marketing presentations on initiatives and promotions as required.
18. Oversees the development and maintenance of group sales and initiatives for new business.
19. Keeps corporate website up-to date and current in compliance with corporate directive
20. Keeps Century Downs social media websites up-to-date with current promotions and events.
21. Follows and effectively implements Century Casino Corporate Design Manual.
22. Reviews customer service comments and responds to complaints where possible. Promotes excellent customer service and trains employees to meet and exceed customer expectations.
23. Operates marketing plan within approved budget.
24. Performs other duties, including special projects, as needed and directed by the General Manager.
25. Performs, when necessary, as a backup to casino staff.
26. Flexible work week with possible additional hours required.
27. Maintains a clean and safe work environment and complies with safety procedures, including use of required safety equipment. Follows security policies and procedures and reports all violations. Performs duties in compliance with the AGLC.

### **SUPERVISORY RESPONSIBILITIES**

Manages 6-15 subordinates in the marketing department. Is responsible for providing direction, coordination and evaluation of the marketing team. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring and training employees' planning, assigning and directing work; appraising performance; rewarding and disciplining employees.

### **QUALIFICATIONS**

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Demonstrated experience in Marketing, public speaking, media relations and publicity.
- Demonstrated experience performing within specific deadlines or under pressure.
- Demonstrated experience problem solving, and organizing and prioritizing work.
- Demonstrated experience in sales and delivering sales results.
- Demonstrated experience in execution of large scale events.
- Demonstrated experience and knowledge of the casino industry and gaming rules and regulations.
- Demonstrated effective and diplomatic customer service and communication skills, including experience persuading and negotiating, and developing positive contacts with employees and guests, in compliance with the all AGLC policies and procedures.

### **EDUCATION and/or EXPERIENCE**

Bachelor's degree in marketing is required or equivalent experience preferred. Two (2) or more years of recent and related successful experience in casino marketing. Four (4) or more years of related Marketing/Managerial experience.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

No Certificates Required

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### LANGUAGE SKILLS

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

### MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

### 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 in standardized situations.

### PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to stand, walk, sit, and use hands to 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. Essential duties require lifting 50 or more pounds; and working a standard workweek with additional hours on a routine basis.

### WORK ENVIRONMENT

Essential duties involve working with large numbers of people while primarily in an inside environment, which is frequently loud or containing high noise levels.

### MATERIALS AND EQUIPMENT DIRECTLY USED

General office equipment is also used, including computers, fax machines, photocopiers and scanners.