

# **\*\* EXTERNAL POSITION OPENING \*\***

## **MARKETING MANAGER**

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**RATE OF PAY:** Depending upon experience  
**LOCATION:** Seven Clans Casinos – Thief River Falls, MN  
**OPENS:** May 27, 2020  
**CLOSES:** Until Filled

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### **POSITION OBJECTIVES:**

Under the general supervision of the General Manager, the Marketing Manager is responsible to assist with overseeing marketing functions for Seven Clans Casinos.

### **DUTIES AND RESPONSIBILITIES:**

- ❖ Assists in the establishment of marketing goals to ensure market share is gained and maintained to increase profitability of business.
- ❖ Develops and executes marketing plans and programs, both short and long range, to ensure profit growth and expansion of services.
- ❖ Researches, analyzes and monitors financial, technological and demographic factors so that market opportunities may be capitalized on and the effects of competitive activity may be minimized.
- ❖ Plans, organizes and coordinates advertising and promotion activities including print, electronic and direct mail outlets.
- ❖ Communicates with advertising vendors on campaigns. Drafts advertising, proofs and approves materials. Negotiate advertising rates with vendors.
- ❖ Works with other professionals to oversee the copyrighting, design, layout, paste up and production of promotional materials.
- ❖ Analyzes marketing efforts to maximize return on investment and effectiveness of advertising campaigns.
- ❖ Continually monitors progress of advertising campaigns and makes changes as necessary.
- ❖ Participates in the review of associates and completes necessary paperwork as required by established policies and procedures. Maintains training program for departmental new hires.
- ❖ Responsible to ensure policies and procedures are adhered to and maintained.
- ❖ Analyzes and recognizes deficiencies or problem areas and provides solutions to achieve desired results.

### **REQUIRED QUALIFICATIONS:**

It is preferred the Marketing Manager have Bachelor's Degree in Marketing and six years experience as Marketing Manager relevant to gaming experience.

### **SEND COMPLETE RESUME TO:**

[Victoria.mostrom@7clans.com](mailto:Victoria.mostrom@7clans.com) – Human Resources Office,  
20595 Center St E. MN 56701 1-800-881-0712  
Website; [www.sevenclanscasino.com](http://www.sevenclanscasino.com)