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# TITLE Marketing Manager

## EOE STATEMENT

We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.

## DESCRIPTION

The following statements are intended as general illustrations of the work in this job class and are not all inclusive.

- Manage all aspects of advertising campaigns, direct mail creative and social media programs for the property. Ensures branding standards are upheld throughout all campaigns and advertising efforts.
- Responsible to assist SVP of Marketing for the management of Entertainment, Events & Promotions, Rewards Club, and Direct Marketing including but not limited to cash and merchandise giveaways, tournaments, special events, and concerts
- Effectively communicates with external and internal guests through various platforms. Track performance of advertising efforts through a variety of metrics.
- Plans promotions, tournaments and events with SVP of Marketing. Supervises assigned staff during promotion to ensure that all aspects are executed as planned.
- Serve as a liaison to advertising and branding agency and complete required paperwork in order to initiate creative and production.
- Follow up with Operations Departments to ensure accuracy in content and message delivery of all communications.
- Schedule, train and develop staff to ensure progress is on track.
- Responsible for monthly P/L, annual budget and marketing reimbursement processing.

### WE ALSO RECOMMEND

#### OTHER JOBS WITHIN SAME CATEGORY

**Marketing Coordinator** in Seneca Falls, New York  
Posted on: 10/7/2016  
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**Director of Entertainment** in Seneca Falls, New York  
Posted on: 7/9/2016  
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#### OTHER JOBS WITHIN 60 MILES

-- None found -  
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- Anticipates and reacts to changes in planning assumptions and adjusting plans as necessary.
- Analyses cost and revenue reports for areas of marketing programs and recommends actions to be taken.
- Provides current information on all property events, promotions and marketing offers for up-selling and cross-selling opportunities to all team members.
- Ensure adherence and compliance with all department and company policies, procedures, internal controls and government regulations.
- Works closely with other department leaders across the properties to ensure appropriate coverage and service of the Hospitality Teams supporting Old-world Hospitality.
- Attend periodic meetings and training sessions.
- Coaches, mentors, advocates for the team member as well as the company and is a hospitality champion demonstrating old world hospitality with charm.
- Other duties as assigned.

**POSITION  
REQUIREMENTS**

**JOB QUALIFICATIONS**

Must have ability to:

- Communicate effectively with all levels of team members, guests and outside contacts.
- Work effectively in a fast paced environment.
- Move around all work areas effectively and efficiently.
- Work long hours, including nights, weekends and holidays.
- Extended time standing and sitting.
- Excellent verbal, written and interpersonal communication skills.
- Be able to focus on short and long term commitments and stay abreast of a constantly changing advertising environment.
- Utilize traditional and non-traditional advertising to optimize performance of dollars.
- Effectively track and communicate results from advertising efforts.
- Ability to work with a PC, understand media plans, financial reports, produce annual budgets and monthly P/L statements.
- Ability to lift 10 lbs.
- Possess exceptional review skills for grammar and content.

**FULL-  
TIME/PART-TIME**

-unspecified-

**SHIFT**

-not applicable-

**POSITION** Marketing Manager

**CLOSE DATE**

**EXEMPT/NON-EXEMPT** Exempt

**ABOUT THE ORGANIZATION** del Lago Resort & Casino will offer 2,000 slots, 75 table games, 10 poker tables, 2,500 seat theater, 205 room hotel and multiple restaurants. We will serve as the gateway to the magnificent Finger Lakes Region of New York State, which boasts beautiful landscapes and cultural assets. Our restaurants and shops will be a showcase for those assets, featuring local foods, wines and art.

At del Lago Resort & Casino, our guests will experience Old World Hospitality with Charm. In addition, we will partner with our communities and local businesses and encourage our guests to get out and explore what the Finger Lakes region has to offer.

**THIS POSITION IS CURRENTLY ACCEPTING APPLICATIONS.**

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