



South Beach Casino & Resort

Marketing Director

It's Better at the Beach! Situated near Lake Winnipeg, South Beach Casino & Resort just 30 minutes north of Winnipeg is an entertainment destination. Since opening in 2005 we have experienced significant growth and success from our 12 table games, 600 slot machines, 95 lavish room hotel with banquet facilities, restaurant and lounge that offers weekly live entertainment.

Our mission is simple "To provide expert and professional guest service and an entertainment experience for our guests that exceeds their expectations." By having **fun and dealing excitement** with a strong team that knows that the key is great customer service!

We are now looking for a Marketing Director to join us. The Marketing Director is the senior leader of all marketing activity that promotes all aspects of the Resort that includes all print, advertising, promotions, radio and special events. Additionally, the Marketing Director oversees the gift shop and Players club for the overall service delivery ensuring customer standards are delivered and adhered to in accordance with our Mission Vision and values.

Some Responsibilities Include:

- Executes marketing plans and programs, both short and long range, to ensure the profit growth and expansion
- Communicates with outside advertising agencies on ongoing campaigns both on site and off
- Prepares marketing and guest services activity reports
- Monitors, creates and evaluates marketing budgets and usage while ensuring goals and objectives are adhered to
- Plans and monitors advertising/ promotion activities including print, electronic, and direct mail outlets
- Evaluates market reactions to advertising programs, merchandising policy, and product packaging and formulation to ensure the timely adjustment of marketing strategy and plans to meet changing market and competitive conditions
- Leads writers, artists and graphic design team in all copywriting, design, layout, and production of promotional materials
- Qualifies, visits, and deals with vendors as needed with respect to pricing, terms and conditions including ordering of supplies and equipment.
- Develops department marketing strategies and objectives
- Researches and coordinates new advertising opportunities by researching and conducting surveys to obtain marketing information about organization products and services
- Plans organizational advertising and promotion activities, overseeing production of promotional materials, and coordinating advertising schedules and placements
- Attends various public relations events, programs, trade shows, and attends as necessary in support of South Beach Casino's programs
- Manages and orders all inventory as necessary or required
- Oversees and assists Gift Shop Manager in all phases of operations and merchandising, buying and marketing
- Responds to customer complaints and concerns as needed in relationship to all marketing to resolve problems to restore and promote good public relations

- Trains, develops and coaches Managers and staff as needed or required
- Responsible for promoting positive customer image
- Approves invoices for payment of merchandise purchased in department
- Creates new accounts and updates information to allow patrons to play the electronic games
- Provides customer service to patrons
- Supervises the staffing, budgetary, and training process of the store policies, department procedures, and job duties
- Other duties as assigned and could include overall casino management

Qualifications:

As Marketing Director you will have over 5 years' experience in a Casino marketing department while managing a team, which includes front line as well as graphic design department. With strong communication and organizational skills accompanied with a creative imagination you are able to meet customers' needs and create repeat business through a player program that ultimately generates revenue. Your proven savvy allows you to build relationships with suppliers and vendors in addition to guests and patrons. Proficiency with Microsoft Office and MAC applications is required, with some secondary education. Financial experience developing and adhering to budgets.

South Beach Casino & Resort is an equal opportunity employer and will give preference to people with Aboriginal status. All considered applicants are subject to Manitoba Gaming Commission approval.

To apply please email resume and/or application to hr@southbeachcasino.ca OR mail to Human Resources Box 777, One Ocean Dr. Scanterbury, MB R0E 1W0

We thank who apply but please note that only those selected for an interview will be contacted.

***We take pride in providing outstanding guest services in a fun and inviting atmosphere.
This is achieved by having a team that is energetic, enthusiastic and customer service orientated.***

