



JOB DESCRIPTION

POSTED: DECEMBER 14, 2017 DEADLINE: UNTIL FILLED

POSITION: Digital/Social Media Specialist

DEPARTMENT: Marketing

LOCATION: Casino Resort

SUPERVISOR: Director of Marketing

EMPLOYMENT: Full-Time/Part-Time

PAY RATE: Pay Scale 10 (\$11.50 – \$15.19 per hr D.O.E.)

DESCRIPTION:

Provides creative and technical expertise implementing digital and social marketing strategies of the Resort and Tribal Operations, while supporting the general goals of marketing department and assisting in special events when needed.

RESPONSIBILITIES:

- Provide excellent Guest Service to guests, internal and external through active guest engagement and positive attitude.
- Work seamlessly with the Graphic Design Division.
- Manage and deliver content through all social medium channels for the casino and the tribe on a daily basis.
- Coordinate, design, or publish ads which include: email, web ads, social ads and prepare designs for web placement.
- Coordinate and/or design all digital media, including video displays for slot machines, content for marquee sign, and in-house digital signage.
- Collaborate with Marketing Director to establish metrics for social mediums, including how they pertain to reinvestment strategies to maximize profitability.
- Maintains files containing relevant online metrics, in order to improve communication channels and processes.
- Maintains up to date information for slots, table games, promotions, events, entertainment, and general property information on sites such as: (but not limited to) Facebook, Yelp, TripAdvisor, Expedia, Twitter, Instagram and more.

- Coordinates with the Marketing department team and other departments to maximize communication.
- Displays a responsive and professional manner, while promptly responding to all requests, positive comments, complaints, and problems both online and offline. Additionally, provides metrics and summaries of comments/interactions on social sites on a regular basis.
- Required to maintain proper attendance, including reporting to work on time in accordance with applicable policies.
- Due to the dynamic Casino Environment from time to time, we require employees to be flexible and assume other responsibilities assigned by management.

MINIMUM QUALIFICATIONS:

- High School Diploma or GED
- Advanced education or equivalent experience (Associate's degree or equivalent experience).
- Must pass background checks and other pre-employment screenings.

PREFERRED QUALIFICATIONS:

- Must be proficient in Microsoft Office Suite, web publishing software, photo manipulation, word processing and the ability to work with spreadsheets.
- An understanding of digital media jargon and knowledge of the formats for printing; pixel image, vector, pdf, eps, rgb, cmyk, jpg, tiff, png, ai and more.
- Must be creative and able to communicate ideas visually, verbally, and in writing.

PHYSICAL REQUIREMENTS:

- Subject to prolonged sitting, walking, and standing.
- Internal working conditions include a smoking environment and alcohol establishment.

WORKING CONDITIONS:

Noise levels are consistent with a casino environment. Work hours are generally daytime and weekday hours, but on occasion, you may be called in and required to provide last minute items.

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be construed, as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. Management retains the right to add or to change the duties of the position at any time. Must be able to pass a pre-employment drug screen and applicable background checks related to the position.

OUR MISSION

Our Mission is to provide an exceptional and memorable experience to every Guest, every time. Each Team Member will demonstrate a high level of professionalism, provide a safe, clean and entertaining experience for all Guests, internal and external.

Integrity, Service, Professionalism, Value. This is our **PROMISE**.

Date Approved by the Tribal Council: 11/20/2017

Northern Waters Casino Resort

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