



# MUCKLESHOOT INDIAN BINGO

## JOB POSTING



Muckleshoot Indian Bingo is an Equal Opportunity Employer but does practice [Indian Preference hiring in accordance with Public Law 93-638, the Indian Self Determination and Education Act.](#)

Per MIB Policies, employees must pass a pre-employment Alcohol and Drug test and be free of drugs and alcohol.

**JOB TITLE:** Bingo Marketing Manager

**GAMING LICENSE REQUIRED:** Class IIA

**GRADE:** E20, \$92,000/year

**STATUS:** Salary, Exempt

**SYSTEM TITLE:** Bingo Marketing Manager

**POSITION REPORTS TO:** General Manager

**JOB SUMMARY:** Responsible for the overall marketing, advertising, public relations and promotion, public and community relations efforts for the Muckleshoot Bingo Hall. Responsible for the live entertainment and operation of the Gift Shop.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

The statements describe the general nature and level of work only. They are not an exhaustive list of all required responsibilities, duties, and skills. Other duties may be added, or this description may be amended, at any time.

1. Practice, support and promote the Mission, Vision and Values of Muckleshoot Bingo.
2. Creates and executes strategic marketing plan and budget for property.
3. Establishes and maintains Marketing and Gift Shop department policies and procedures.
4. Creates reports, by extracting and interpreting data from various systems, to offer creative marketing solutions and to monitor productivity and goals.
5. Leads in the development of strategic and tactical marketing techniques to increase Bingo brand awareness, drive attendance and maximize loyalty programs.
6. Oversees design, copy, production and placement of print, radio, billboard and television advertising and collaterals, including social media and web maintenance.
7. Maintain utmost confidentiality regarding all information, both written and verbal.
8. Comply with the standard operating procedures of the department.
9. Manages, directs and supervises all bingo participation at local trade shows.
10. Creates new events and promotions that will increase profitability.
11. Responsible for maximizing player loyalty by development and implementation of cost-efficient reward programs.
12. Work with all gaming revenue departments to oversee tournaments and special events.
13. All Supervisors and Managers of MIB must be active in working with Tribal Members when applicable; training tribal members though providing valuable hands-on training and mentorship. Ensures Native Preference is applied when possible.
14. Create, facilitate and maintain a positive work environment.
15. Smile and engage Guests and Employees with a positive professional demeanor.
16. Perform other duties as assigned.

Open: 3/4/2020  
Closes: when filled



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**EXTENT OF JOB AUTHORITY:** Authority over operation of Marketing relations with vendors and suppliers. Principle liaison with media representatives and community.

NUMBER OF INITIAL DIRECT REPORTS:	1
NUMBER OF INITIAL INDIRECT REPORTS:	6
SCOPE OF MANAGEMENT AUTHORITY:	
Manager: May operate with supervisory review over others; maintains some signature authority for minor expenditures within an organizational unit; reports to Director level or higher.	
HIRING DECISIONS:	Yes
DISCIPLINARY ACTIONS:	Yes
TERMINATION DECISIONS:	Yes

**EDUCATION, EXPERIENCE AND TRAINING FOR POSITION (required and preferred):**

- College business degree (marketing major preferred), including special training in computer databases, demographics, and production.
- Some education may be substituted with Management courses through an accredited university, community college, or in-house training course.
- Advertising experience/knowledge required (agency experience preferred).
- Print knowledge helpful.

**SPECIFIC SKILLS/KNOWLEDGE/ABILITIES REQUIRED FOR POSITION:**

- Demonstrate excellent guest service skills.
- Demonstrate ability to handle multiple tasks simultaneously with speed, efficiency and attention to detail.
- Exhibit ability to work independently with occasional instruction or assistance.
- At least four years Marketing/Administrative experience required; Business Management background preferred.
- Gaming experience preferred.
- Must have experience in modern office procedures and protocol.
- Good report writing and preparation skills.
- Excellent oral and written communication skills.
- Ability to communicate with department heads specifically (only) on assigned projects.
- Excellent customer and employee relations skills.
- Must have proven project-planning skills.
- Demonstrate ability to follow oral and written instructions.
- Demonstrate ability to communicate effectively both verbally and in writing.
- Demonstrate ability to work with confidential information and correspondence.



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### **PHYSICAL REQUIREMENTS:**

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The physical demands described here are representative of those that must be met by an employee to successfully perform essential functions of this job. Shift work, holidays, weekends, or nights may be assigned.

Ability to maneuver in all areas of bingo, ascent/descent from stairs, frequent standing, walking, sitting, reaching, stooping, kneeling or crouching, and/or prolonged periods of time focusing on tasks. Ability to lift at least 25 lbs. Ability to sit for extended lengths of time. May regularly need to lift/ move, push or pull up material or boxes necessary to the job functions, with or without assistance.

Specific vision ability includes close vision, distance vision, color vision, peripheral vision, and depth perception. Visual acuity to discern and examine text, graphics, color and symmetry. Speech to communicate clearly, express ideas and convey information in an understandable manner. Ability to hear for listening comprehension and to understand ideas presented through spoken words and sentences. Manual dexterity to operate office or required equipment and examine or update documents, records, data, instructions, logs, and files.

#### **MENTAL**

Social perceptiveness to assess and understand other's reactions and behavior. Critical thinking to use logic and reasoning, reach conclusions/solutions. Comprehension in assessing, analyzing, and processing alpha, numeric, and visual data and completing required tasks or documents accurately. Ability to tolerate stress and conduct tasks under critical deadlines. Ability to concentrate on task over a period of time without being distracted.

#### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing functions of his/her job and in areas monitored by security or surveillance cameras. Work in bingo operations and/or internal or external environments occasionally. Exposure to secondhand smoke, moderate to high noise level, bright lights, fluctuating temperatures/weather conditions.

- *This list of minimum essential functions is illustrative of the minimums ONLY and is not a comprehensive listing of all functions and tasks performed by positions in this class. It does not imply that all positions within the class perform all the duties listed as the maximum expectation, nor does it necessarily list all possible duties that may be assigned.*
- *Success in this position will require ongoing knowledge and application of Company driven performance indicators that include but are not limited to interpersonal and communication skills, change leadership and teamwork, customer service and satisfaction, attendance and punctuality, integrity and dependability.*
- *All duties shall be performed in accordance with Muckleshoot Bingo's policies & procedures, internal control standards, and organizational objectives.*
- *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*