



# LUCKY STREET GAMING LLC

## JOB DESCRIPTION

---

**JOB TITLE:** Marketing Manager

**FLSA STATUS:** Exempt

**DEPARTMENT:** Operations

**DATE:** January 22, 2019

---

### **POSITION SUMMARY:**

The Marketing Manager is responsible for coordinating marketing policies, programs, determining demand for products and services offered by the company and its competitors, and identifying potential customers.

### **SUPERVISION:**

Reports to and works under the general direction of the COO & General Counsel.

### **ESSENTIAL FUNCTIONS:**

*The essential functions or duties listed below are intended only as an illustration of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if work is similar, related, or a logical assignment to the position.*

- 1) Keeps good relationships with location customers and partners.
- 2) Identify, develop and evaluate marketing strategy based on the knowledge of establishment objectives.
- 3) Develop strategies with the goal of maximizing the company's profits or share of the market while ensuring that customers are satisfied.
- 4) Monitor trends, formulate, direct and coordinate activities to promote services.
- 5) Evaluate the financial aspects such as budgets, expenditures and return-on-investment and profit-loss projections.
- 6) Maintains knowledge of and ensures full compliance of gaming laws (federal, tribal, and state) and attendant regulations, as well as the organizations internal controls, policies, and procedures.
- 7) Observes all safety and gaming regulations when performing assigned duties; report safety hazards to assigned supervisor.
- 8) Follows all security procedures.
- 9) Performs all other related duties as assigned.

### **RECOMMENDED MINIMUM QUALIFICATIONS:**

#### **Education and Experience**

A Bachelor's degree in Marketing. Five years of Marketing or related experience, preferably in the gaming industry.

A thorough background investigation, including personal and professional references, criminal background and motor vehicle review will be conducted prior to offer of employment. Must be able to successfully pass a pre-employment drug/alcohol screen following a conditional offer of employment. A valid state motor vehicle operator's license with a clean driving record is required.

### **Knowledge, Skills and Abilities**

A candidate for this position should have thorough knowledge of the following:

- Intermediate knowledge of Microsoft Excel/Word/Outlook
- Administrative and clerical procedures and systems.
- File and record management.
- Illinois Gaming Board rules and regulations.

### **Skill in:**

- Clear communications, written and oral.
- Critical thinking and using logic and reasoning to create alternative solutions and approach problems.
- Query software for pulling reports
- Tax preparation.

### **And ability to:**

- Be an organized self-starter, but also work in a collaborative environment.
- Meet and handle daily deadlines as required.
- Detail oriented, good time management with the ability to multi-task.
- Speak effectively and deliver information in a one-on-one and small group situation to guests and other team members.
- Apply commonsense understanding to carry out detailed but uninvolved written or oral instructions.
- Exhibit strong problem solving and decision-making skills
- Maintain discretion and strict confidentiality of classified information.
- Adapt to fast-paced environments where multi-tasking and attention to detail are crucial
- Work varied shifts and hours related to customer and travel requirements in the state of Illinois.
- Comply with internal controls, policies and procedures as they pertain to this position
- Maintain organization, meet deadlines, possesses integrity, confidentiality, and discretion in handling confidential information.
- Interact well with both internal and external customers.
- Establish and maintain effective working relationships.
- Maintain a positive attitude and professional demeanor.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

This position requires an Illinois Gaming Board Handler license, or the ability to obtain license, within thirty (30) days of employment or applicant shall obtain an eligible to work by the Illinois Gaming Board. A licensed handler shall be required to adhere to the Illinois Gaming Board rules and regulations. The Illinois Gaming Board requires a minimum age of twenty-one (21) for this position.

The team member is frequently required to lift, carry, push or pull objects, up to fifty (50) pounds. The noise level in the office environment is usually moderate. Noise from slot machines and loud customers may be distracting to some. The employee may, on occasion, be exposed to extreme heat and/or cold, wet and/or humid conditions, airborne particles and risk of electric shock. The employee occasionally works

near moving mechanical parts. The employee will have to travel outside of the office environment to gaming establishments to accomplish specific duties. Company vehicle supplied.

**WORKING CONDITIONS:**

The physical demands described herein are representative of those that must be met by any an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the working conditions for this position are performed mostly in gaming office settings, the employee is occasionally required to walk, stand, stoop, kneel, crouch, crawl and climb or balance; speak and hear; use hands to finger, handle, feel or operate objects, tools or controls; reach with hands and arms; repetitive arm, hand and eye movements are included. There is some kneeling, squatting, crawling, climbing, reaching, wrist turning and grasping. Hand-eye coordination is necessary to operate computers and various pieces of equipment. Employee is required to use cognitive ability to reason, analyze and verbalize thoughts and ideas.

The team member is occasionally required to lift, carry, push or pull objects, up to forty (40) pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. The noise level in the office environment is usually moderate. The employee may, on occasion, be exposed to extreme heat and/or cold, wet and/or humid conditions, airborne particles and risk of electric shock. The employee occasionally works near moving mechanical parts.

Attendance is required for a minimum 50-hour work week, which consists of five 10-hour days. May be requested to attend night meetings as necessary.

**TOOLS & EQUIPMENT USED:**

Machinery and equipment including personal computer, VGT's, RT's, and other machines, servers, phones, fax machines, printers, copiers, scanners and making multiple, complex and rapid adjustments. Other equipment includes general office equipment, ten (10) key calculator, cellular communications equipment, tape measure, flashlight, testing equipment, camera, paper cutter, paper punch, tape recorder, multi-level file cabinets, light mechanical equipment. Automotive vehicle and job-specific equipment as required by assignment.

**DISCLAIMER:**

*The above statements are intended to describe the general nature and level of work being performed by people assigned this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.*

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

*Lucky Street Gaming LLC is an Equal Employment Opportunity Employer. In compliance with the Americans with Disabilities Act, Lucky Street Gaming LLC will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*

**REVIEW/APPROVALS:**

---

Employee

---

Date

---

Supervisor

---

Date

---

Human Resources

---

Date