



JOB DESCRIPTION
**VICE PRESIDENT OF
CASINO MARKETING**



This position will be the steward of the business intelligence and data-mining platform as it specifically relates to a casino operation.

Who you are:

- You care passionately about great service experiences – both providing and having them
- You have a proven track record of taking on duties outside the scope of your job, and “knocking it out of the park” when executing
- You are proud of the talent you’ve chosen to work with and/or for you in the past
- You have a knack for learning new things quickly
- People comment – constantly - on your infectious enthusiasm and generous spirit
- You are inherently organized
- It bothers you when you observe a detail out of place, and you take initiative to fix it. Always.
- You are a clear and persuasive communicator, both by spoken and written word
- You are discreet, respect others’ privacy, and have never – nor would ever divulge confidential information where not authorized to do so
- You thrive in a collegial, high-energy environment
- You see yourself being an impact player

Description of Responsibilities

The Casino Hotel Vice President of Casino Marketing will be responsible for structuring and executing the casino marketing strategy, day-to-day oversight of casino product and patron analytics. This position will also oversee the operations of the loyalty club and design the underlying tier together with the reinvestment structure. This role also has a broad analytical scope which includes analysis of casino player programs, casino patron behavior and the casino floor performance. Responsibilities will include, but are not limited to:

- Responsible for the loyalty program tier structure, revisions/enhancements to the reinvestment model, benefit structure and communication
- Organize the broader casino marketing functions to support specific lifecycle marketing segments and related goals
- Optimize use of marketing funds in terms of return-on-marketing investment
- Set the mass marketing strategy and promotional/events calendar
- Support quantitative analysis with qualitative market research
- Prepare an annual strategic plan and operating budget for the departments which report to casino marketing
- Day-to-day oversight of loyalty club operations
- Oversee the in-bound and out-bound casino marketing call center

- Deliver gaming floor optimization recommendations around pricing, mix, RTP, placement, spreads, etc.
- Interact with the yield management team as it relates to casino marketing
- Develop a suite of structured offers each with a specific and measurable strategy (i.e. churn, reactivation, at-risk, incliners/decliners and due-back campaigns)
- Implement a proforma and post-campaign process for projecting and then assessing promotional effectiveness
- Support the player development team as it relates to branch performance, campaign programming, list generation/targeting and analysis
- Identify high-potential or underperforming micro-segments and as needed; coordinate with player development and casino operations to target these segments
- Prepare detailed granular forecasts, identify need periods and develop related tactical promotions
- Design, procure and ultimately maintain any data-mining software
- Develop a suite of reporting tools and analytical packs which informs strategy
- Develop operating procedures for the efficient operation of casino marketing
- Create a world-class casino marketing service culture

Corporate Office: 121 Richmond Street West, Suite 500, Toronto, Ontario, Canada M5H 2K1
Telephone: (416) 364-8325 Fax: (416) 364-4924 Email: consultants@renardinternational.com