



Human Resources Department

Job Opportunities

Title: Director of Marketing
Department: Marketing, Sales & Catering
Opening Date: June 18, 2009
Closing Date: Until Filled
Gaming License Required: Yes
Positions Available: 1 Full-Time
Pay Rate: Salaried
Shift: Varies

Job Summary: The Director of Marketing manages and oversees the Marketing Department. This position is responsible for ensuring effective Resort and Travel Center promotions, cost effective advertising and special events as well as maintaining positive public relations. In addition, the Director of Marketing is responsible for the successful operation of the Casino's Players' Club. Creates, manages and approves all advertising campaigns including radio, television, outdoor billboard, print ads and any other form of advertising exposure; Manages and coordinates a dynamic marketing program involving direct mail campaign, player tracking, and Players' Club promotions; Works directly with revenue generating departments to ensure effective marketing of the Players' Club; Manages and coordinates with the sales and customer service staff to develop dynamic on-floor promotions; Manages and coordinates with the Events Manager all entertainment for special events and publicity functions; Prepares annual operating and capital budgets for the department including any supplemental budget requests; Along with casino sales personnel and the Casino Executive Host, manages and develops high-end player programs including mailing lists, phone/e-mail contacts, and works to ensure high-end customer satisfaction; Develops and executes a comprehensive marketing plan, both short and long-range, to support sales and revenue objectives of the Resort; Oversees and evaluates market research and adjust marketing strategy to meet the changing market and competitive conditions. Establishes and maintains relationships with key industry marketing agents and community and strategic partners; Ability to read and analyze professional journal, business periodicals, and gaming reports; Must possess excellent computer skill including word processing and spreadsheet software.

Job Qualifications: Bachelor's degree (BA) from a four-year college or university required with a major in mass communications, communications, or related field preferred; eight years experience in direct casino marketing may be substituted. Previous management or supervisory experience in the gaming, hospitality or resort industry is required. Proven project management skill and strong verbal and written communication skills; Must obtain and maintain a class III Gaming License.

Mescalero Apache Tribal Preference. Bi-cultural experience preferred.

Applications/Resumes must be submitted to the Human Resources Center located on the 5th Floor, East end of the Inn. Applications/Resumes may be submitted via Fax at 505-464-7310. For more information contact the center at 505-464-7329.

"Best All Season Resort Destination in the Southwest".