

DOUBLE EAGLE HOTEL & CASINO

JOB DESCRIPTION

Job Title: **Marketing Admin Assistant**
Department: Casino Marketing
Reports To: Marketing Director – Key on Duty – General Manager
Creation Date: 03/11/2025
Approved By: Amy Witt General Manager
Approved Date: 3/12/2025

Summary: The Marketing Admin Assistant is responsible for providing administrative and logistical support, assist with marketing campaigns, advertising, promotions and special events, player development, and direct marketing. Manage various tasks to ensure smooth operations and successful marketing initiatives. Enhances and maintain positive and effective relations with guest and team members on casino marketing operations. To conduct the marketing activities in complete compliance with the State of Colorado Limited Gaming Act and other applicable local, state and federal laws and regulations. Maintain and comply with safety and security standards.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

1. Assist with the managing of schedules, calendars, and correspondence for the Marketing Director.
2. Assist with developing, implementing, and tracking marketing campaigns, including data reporting.
3. Assist with organizing and coordinating marketing projects, ensuring they are completed on time and within budget.
4. Serve as a point of contact for internal and external inquiries related to marketing activities.
5. Maintain accurate and up-to-date databases and records related to marketing activities.
6. Assist with planning and executing marketing events, including promotions, special events, and entertainment.
7. Coordinate marketing support with all other operational departments.
8. Attend promotional and special events as needed.
9. Maintains a clean, safe work environment. Performs duties in compliance with safety procedures.
10. Responsible for knowing and understanding the Colorado Gaming ICMP's applicable to the department.
11. Performs other duties as assigned.

QUALIFICATION REQUIREMENTS:

EDUCATION and/or EXPERIENCE: High School Diploma or equivalent, computer and math skills.

LANGUAGE SKILLS: Demonstrated effective and diplomatic oral and written communications.

REASONING ABILITY: Ability to define problems, collect data, establish facts and draw valid conclusions.

CERTIFICATES, LICENSES, REGISTRATIONS: Must be (18) years of age. A Colorado State Gaming License is required. Valid Colorado Driver's License preferred.

OTHER SKILLS/ABILITIES: Ability to maintain strict confidentiality relative to company and/or marketing data, financial data, casino policies slot promotions and other sensitive data. Ability to use computer software programs.

PHYSICAL AND MENTAL DEMANDS: Essential duties involve performing physical exertion: frequent brisk walking, climbing stairs, stooping, crawling, bending, stretching, reaching, lifting, pushing, writing, typing and standing. Ability to reason and analyze complex problems and reports. Ability to be able to extract raw information from databases and use it to maximize marketing efforts.

WORK ENVIRONMENT: Essential duties involve working in an office environment, casino environment, off property venues.

I am in receipt of this job description that has been reviewed with me by my supervisor on this date.

EMPLOYEE _____ **DATE** _____

SUPERVISOR _____ **DATE** _____