



2700 Orchard Hwy.  
Manistee, MI 49660

### JOB POSTING 25-1433

JOB TITLE	Marketing Representative	DEPARTMENT	Marketing
SUPERVISOR	Marketing Supervisor	JOB GRADE	LR5H \$14.21
SUPERVISORY RESPONSIBILITIES	None		
STATUS	2 Full Time		
EXEMPTION	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non-Exempt	REVISION DATE	12/21/2023

*Indian Preference is applicable in accordance with Ordinance #15-600-02*

#### SUMMARY:

Supports the marketing department in all areas of marketing with a concentration in the Players Club. Responsible for the effective communication of the Players Club program. Determine whether the minimum qualifications for complimentary services and/or goods have been met, inform guests of all aspects of Players Club, and promote the casino to all internal and external guests.

Assist and do what you and your department can to create a fun, exciting entertainment experience for our guests and engaging, inclusive, supportive work environment for our team members.

#### MINIMUM NECESSARY QUALIFICATIONS:

##### Education:

- High School diploma or GED

##### Experience:

- 6 months of data entry or computer experience
- Experience working with a Tribally run casino and/or resort preferred

A documented and verifiable combination of education and experience may be substituted for degree requirements.

##### Age Requirement:

- At least 18 years of age

#### SKILLS AND ABILITIES:

- Basic computer skills with experience in word processing, databases, and spreadsheets
- Basic organizational, written, and verbal communication skills
- Basic professional telephone etiquette
- Guest service, interpersonal and teamwork skills necessary to maintain quality service delivery
- Accurate and detail oriented
- Basic problem solving skills

- Maintain high confidentiality
- Ability to perform basic math calculations
- Independently manage multiple tasks in a professional manner
- Ability to work independently with minimal supervision
- Ability to work cooperatively with all departments
- Ability to manage extensive amounts of paperwork
- Ability to operate most office equipment (computer, fax, copier, etc)

#### **CONDITIONS OF EMPLOYMENT:**

Conditions of employment with Little River Casino Resort include passing a pre-employment drug test excluding marijuana, to secure a license from the Little River Band of Ottawa Indians Gaming Commission, passing Resort background investigation and successfully completing a 90-day introductory period.

Individual must not have been charged or released from employment or involved in anything which could be considered a liability to the Resort, e.g. harassment, theft, violence, or integrity issues.

#### **Knowledge, Competences, and Talents:**

- Accountable - Accept responsibility and account for actions
- Collaborate - Ability to work with team members and management team to improve the gaming environment and continue to create a fun and exciting entertainment culture for our guests
- Communication – Clearly, concisely, and professionally use verbal and written skills with guests, team members, management team and vendors
- Guest Orientation - Establishes and maintains long-term guest relationships, building trust and respect by consistently meeting and exceeding expectations in a professional and ethical manner
- Confidential - Will maintain and abide to the highest standards of confidentiality pertaining to team member, department, LRCR, and guest information
- Detail Oriented – Ability to pay attention to the minute details of a given project or task
- Diversity – Work effectively with people regardless of their age, gender, race, ethnicity, religion, or job type
- Emotional Intelligence - Able to keep your emotional intelligence skills present and accessible, including thought and emotion control, emotional barriers, a flexible mindset and be conscious of and in alignment with the organization's core values
- Empathetic – Appreciates and sensitive to the feelings of others
- Ethical - Demonstrates conduct conforming to the highest-level set of values and accepted standards
- Interpersonal skills - Able to work effectively with guests, team members, management team, and vendors
- Judgment - Makes well-reasoned and timely decisions based on careful, objective review and informed data
- Organized – Possesses the trait of being organized and follows a systematic method of performing a task
- PC skills - Demonstrates proficiency in PC hardware, software and applications as required
- Policies & Procedures - Demonstrates thorough, accurate, working knowledge and supportive attitude of all organizational policies, procedures, guidelines, and systems
- Professional Attitude – Value, motivate and appreciate each individual you interact with in your office, your department(s), the Casino, the community and all of our guests
- Reliable – Is dependable and trustworthy
- Respectful and Honest / Acts with Integrity - Is truthful and credible in the workplace with team members, management team, guests, and vendors

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Monitors player card use on gaming floor to identify non-card players to encourage enrollment in player card program.
- Communicates the benefits and rewards of the club to entice membership and card usage.
- Effectively explains how to qualify for the different club level benefits and rewards.
- Signs up new guests for their Player's Club card, processes replacement cards and maintains the database updating guest records and flagging duplicate accounts to ensure guest information is correct.
- Extends complimentary services within the guidelines established by management.
- Monitors and ensures functionality of marketing kiosks.
- Greets buses that arrive by going on the bus and providing appropriate and accurate group information and an explanation of the Club benefits and responding to guest inquiries.
- Actively builds and retains guest relations, acting as a mentor to team members to provide superior guest service to internal and external guests.
- Provides account information and Marketing promotion eligibility upon request.
- Communicates and maintains working knowledge of operations, programs, events, promotions, and services.
- Makes announcements over the intercom system.
- Answers telephones and provides information to callers and/or route calls to appropriate persons.
- Assists with tour groups, direct marketing, entertainment, promotions, and special events.
- Must adhere to all marketing related policies and procedures.
- Must satisfactorily complete all training assigned by the Resort.
- Must adhere to the safety rules and regulations of the Little River Casino Resort and of the Marketing department.
- Other duties as assigned.

**PHYSICAL DEMANDS:**

While performing the duties of this job, the team member may be required to frequently stand, walk, sit, bend, twist, talk, hear, and perform repetitive motions. There may be prolonged periods of sitting, keyboarding, and reading. Must be able to perform repetitive hand and wrist motions. The team member must occasionally be able to push, pull, grasp, lift and/or move up to 40 pounds. Any lifting and/or moving over 50 pounds needs to be done in a team lift. Specific vision abilities required by this job include reading, document, computer, distance, and color vision. Talking and hearing are essential to communicate with team members, vendors, and guests in individual, department, small and/or large group meetings. Communication in face-to-face discussions, telephone, emails, and other electronic ways required.

**WORKING ENVIRONMENT:**

A working environment is the setting, social features, and physical conditions in which a job is performed. The general working environment for the Resort is office, gaming floor, food outlet, hotel and convention/entertainment center including flashing lights, frequent loud noises, and a smoke-filled environment. Must be flexible with work schedule for any hours and/or shift, as assigned, according to business needs. Occasional overtime required. Occasionally must deal with angry or hostile individuals. Must be able to hear and speak with team members, vendors, and guests. High volume direct public contact.

**DISCLAIMER OF EMPLOYMENT:**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this job description. It shall govern all positions as defined in the Team Member Handbook. They are not intended to be construed as an exhaustive list of all responsibilities, duties

and skills required.

All Little River Casino Resort Team Members are responsible to ensure they are in compliance with Little River Casino Resort Policies and Tribal Gaming Regulations.

**ACKNOWLEDGMENT:**

I have reviewed the content and description of the above listed position and have been provided a copy of the description. I certify that I am able to perform the essential functions of this position as outlined in this description, with or without reasonable accommodation.

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Team Member Name Sign & Print

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Date

**POSTED: 04/08/2025**

**REMOVE: Until Filled**