



POSTED: AUGUST 30, 2019

DEADLINE: UNTIL FILLED

JOB DESCRIPTION

POSITION: Player Development Lead (Exec. Host)
DEPARTMENT: Marketing
LOCATION: Resort
SUPERVISOR: Director of Marketing
EMPLOYMENT: Full-Time
PAY RATE: Pay Grade 13 (\$14.00 to \$18.23 per hour)

DESCRIPTION:

Leads the Player Development Department in continuous acquisition of new players from various markets to grow property base and increase revenues. Assures customer retention and repeat business through, written correspondence, direct contact, and attending on and off site events. Develops one-on-one relationships with premium players and provides exceptional guest service to cultivate and maintain VIP relationships. Oversees the VIP Room.

JOB RESPONSIBILITIES:

- Provide excellent Guest Service to guests, internal and external through active guest engagement and positive attitude.
- Recruits new players through a variety of direct sales activities such as direct mail, telemarketing, referrals, guest visitation and offsite events and functions.
- Generates new and repeat business in order to achieve the goals and objectives of the company.
- Develops and sustains working relationships with all guests, with emphasis on mid-level to high level players.

- Use discretion and independent judgment with respect to the issuance of complimentary services in order to grow rated revenue.
- Sets policies, targets and standards for the Department.
- Develops and refines standard operating processes, guidelines and best practices for Player Development department.
- Oversees the implementation of the Complimentary Policy by Hosts, and supervises proper use of complimentary services by department team members.
- Leads development, training and ongoing implementation of Player Development Program.
- Supervise on and off site events, establish criteria for these events and perform post analysis of each event.
- Develop a business plan and sales strategy to develop new, maintain existing, and reactivate the inactive guest segments to achieve departmental and company goals.
- Establish Host goals and provide regular status reports regarding the level of production of each Host
- Collaborate with Marketing Director to establish and manage criteria for guest tiers and develop, analyze, and modify reinvestment strategies to maximize profitability.
- Supervises and organizes VIP parties, special events and promotions designed for mid-level to high-end and premium players.
- Represents management at special events both on and off property.
- Maintain up to date knowledge of all gaming machines, table games, promotions, events, entertainment and general property information.
- Coordinates with the Marketing department and other departments to maximize communication.
- Displays a responsive and professional manner in promptly responding to all requests, complaints, and problems.
- Required to maintain proper attendance including reporting to work on time in accordance with applicable policies.
- Due to changes and modifications in the job from time to time, employees are required to be flexible and assume other responsibilities assigned by management as deemed necessary.

MINIMUM QUALIFICATIONS:

- Bachelor's Degree in Marketing or related field and a minimum of 1 year of experience in Marketing or Casino Host, or an equivalent combination of education and applicable experience
- Must have a High School Diploma or GED.
- Proficient in MS Word, Excel, Outlook and Power point programs.
- Proficient in Konami Patron Management, Oracle Discoverer or similar
- Must complete all training as required.
- Must maintain a positive attitude and exhibit personality.
- Must be available weekends, nights, holidays and special events.
- Must be flexible with scheduling and possibility to be on call.
- Must have excellent problem solving skills, attention to detail, and sound, timely decision making.
- Ability to communicate effectively orally and in writing is required.

- Demonstrated ability to work independently and establish priorities is required.
- Attention to detail and accuracy is required.
- Ability to establish professional and harmonious working relationships on all projects and with all parties involved.
- Subject to drug and alcohol testing in accordance with the Lac Vieux Desert Gaming Facility Policy Book.
- Subject to pre-employment and annual background checks.
- Must be able to receive and maintain a Gaming License.

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be construed, as an exhaustive list of all responsibilities and duties and skills required of personnel so classified. Management retains the right to add or to change the duties of the position at any time. Must be able to pass a pre-employment drug screen and applicable background checks related to the position.

OUR MISSION

Our Mission is to provide an exceptional and memorable experience to every Guest, every time. Each Team Member will demonstrate a high level of professionalism, provide a safe, clean and entertaining experience for all Guests, internal and external.

Integrity, Service, Professionalism, Value. This is our **PROMISE**.

Date Approved by the Public Enterprise Finance Commission (PEFC): 02/27/2017

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