



## Las Vegas Casino Resort Career Opportunity

### **SLOT MARKETING ANALYST**

The Slot Marketing Analyst is an integral part of the casino marketing team and will analyze casino/ slot marketing data and provide summaries and recommendations. The analyst is also involved in event/promotion administration, planning and advertising. Apply on-line at [www.treasureisland.com](http://www.treasureisland.com) or <https://careers-treasureisland.icims.com/>

#### **Outline of Duties**

- Using SQL and other analytical tools analyze report and summarize casino marketing, promotions and customer data and report findings to senior management.
- Maintain the slot marketing player database and assist in the execution of mailing campaigns
- Initiate, develop and maintain customer marketing lists for hosts
- Act as event administrator for slot tournaments and events, including registration and/or distribution of tickets
- Act as point person for marketing executives regarding event and promotion qualifications and details.
- Monitor and track host performance through reports
- Perform all duties as deemed necessary for the success of the department

#### **Qualifications**

- Bachelor's Degree required
- Marketing, Business, Hospitality Management, Finance, or similar field preferred
- Ability and desire to learn and/or prior experience with Microsoft Access, SQL, SSRS and other data analysis tools as well as standard MS Office applications.
- Have, or be able to obtain Gaming Registration
- A genuine interest and curiosity of casino marketing and operations with a desire to learn and continue to move up in the field
- Professional appearance and demeanor a must
- Must take ownership and initiative over assigned responsibilities and complete tasks with enthusiasm
- Must Have schedule flexibility to occasionally work varied hours as needed to complete duties and ensure events are successful
- Complete tasks with high attention to detail, accuracy and efficiency to meet deadlines
- Ability to thrive in a fast-paced work environment

**Apply on-line under the careers page at:**

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