



## Job Description

# Director of Digital Marketing



**Job Title:** Director of Digital Marketing  
**Reports to:** Chief Marketing Officer

The Director of Digital Marketing, working with the Chief Marketing Officer, is responsible for working with internet marketing, social network platforms, email/direct marketing, acquisition targeting and database warehouse in support of on-line bookings and customer segmentation.

### What you will also have already accomplished:

- A Bachelor's degree in Advertising, Marketing, Commerce, Public Relations or a related discipline
- And/or
- 5+ years of marketing experience in agency, retail and/or hospitality

### Description of Responsibilities

The Director of Digital Marketing is responsible for working with internet marketing, social network platforms, email/direct marketing, acquisition targeting and database warehouse in support of on-line bookings and customer segmentation. Responsibilities will include, but are not limited to:

- Ensure optimum delivery of Digital Marketing strategies while balancing a pragmatic approach with the need to consistently perform to a standard of excellence
- Develop and implement campaigns for multiple digital channels and marketing initiatives
- Create innovative digital strategies to optimize brand marketing campaigns within defined budgets and timelines
- Lead the continued evolution of the brand messaging in Digital Marketing by analyzing and optimizing results
- Oversee digital and acquisition demand channels to build awareness and business including website, direct marketing, acquisitions targeting and database warehouse

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- Create activation programs to acquire guests and address need periods

- Lead development and execution of social media programs that drive engagement and business growth
- Create prospect data capture opportunities to support customer segmentation strategies
- Utilize customer segmentation frameworks to support development and execution of acquisition strategy
- In collaboration with Marketing and Sales, define go-to-market strategies for new acquisition channels and to support new products
- Facilitate digital management and performance including digital analytics, reporting and measurement
- Ensure there is an integration of programming, loyalty, reservations and customer care into approach
- Differentiate Casino Hotel's digital experience including ensuring that there is an innovative digital marketing approach
- Work closely with internal and external digital teams to integrate seamlessly and improve workflow progress
- Remain abreast of emerging trends and identify opportunities to develop new acquisition channels and enhance existing channels
- Uphold company's key values and brand standards to encourage team to maintain culture of excellence and achieve top results
- Monitor and control Digital budget expenditures
- Ensure seamless flow of information between Digital teams and other departments
- Monitor and track Digital Marketing progress and media impressions
- Stay current on new and innovative Digital Marketing solutions
- Perform other duties as assigned

Compensation for an experienced professional in the USA and Canadian market is about \$125-150K USA gross. For a similar qualified person internationally it is about \$90-100K USA net tax plus expat benefits.