



JOB TITLE: Digital Marketing Coordinator (Full-Time) **DEPARTMENT:** Marketing
REPORTS TO: Director of Marketing

General Summary of Qualities

Jacobs Entertainment Inc. is looking for an outgoing, enthusiastic, self-motivated, goal-driven, detail-oriented, creative, hospitality-focused team player to work in a fast-paced environment. An ideal candidate is a tech-savvy communicator and content creator able to strategically innovate to boost audience engagement. The Digital Marketing Coordinator works with the Director of Marketing to develop and implement marketing plans and will be asked to contribute to a wide variety of traffic-, revenue- and awareness-driving efforts in order to support branding, sales, sponsorship, partnership, education and awareness objectives across multiple Nautica Waterfront District attractions. *This is an on-site position and some evenings and weekends are required.*

Responsibilities

- Plan, create, execute and measure all social content (especially videos, photo posts and blogs)
- Write and program weekly and monthly emails
- Perform website updates
- Manage digital signage and interactive kiosks
- Post all events on online calendars and point-of-sale systems
- Maintain Google business profiles
- Manage photography and videography equipment and assets
- Track online reviews
- Analyze and report data
- Competitive research, special events and sponsorship
- Staff and support public programs and special events
- Assist with internal communications efforts
- Other duties as assigned

Requirements

- Maintain a high quality of guest service according to Jacobs Entertainment, Inc. Mission Statement and F.A.S.T. Track Values Statement
- Possess thorough knowledge of applicable company and departmental policies and procedures as well as willingness to learn and follow any policy or procedure introduced in the future
- Adhere to all appearance and uniform standards
- Maintain a positive and professional demeanor during all interactions with guests, fellow employees and vendors
- Ability to collaborate with team members, community partners and contractors
- Accept performance feedback in a professional manner
- Attend all scheduled shifts, including early mornings, late night and weekend shifts
- Represent the property at community events and regional meetings
- Arrive on-time for all scheduled shifts as part of the essential function of the job
- Ability to pivot plans with changing circumstances

Skills, Education & Interests

- Excellent communication and writing skills



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- Passion for video and content creation
- Ability to identify, implement and manage new technologies
- Experience with database management, email programming and/or ticketing software a plus
- Internship or other relevant experience in marketing, membership, group sales, hospitality or related field
- BA in marketing, communications, English or related major preferred

Equipment & Software Used

- Microsoft Office
- Adobe
- WordPress
- RocketRez
- Constant Contact
- Emma
- STQRY
- Optisigns
- Hootsuite
- Cyberlink
- Laptop
- Digital camera
- iPhone

To Apply

Jacobs Entertainment Inc. is an EOE employer. To be considered for this position, send a resume and cover letter to Samantha Fryberger, Director of Marketing, sfryberger@bhwk.com. *No phone calls, please.*