

Database Marketing Analyst

The Database Marketing Analyst is responsible in assisting management of database maintenance and direct mail operations including mailing list preparation and deadlines. Responsible for performing analysis on direct mail campaigns, recommend campaign changes and maintaining accurate records. Generate reports and perform audits on direct mail to insure accuracy. Responsible for data base integrity (security, data cleansing, NCOA, etc.). Utilize knowledge of Structured Query Language (SQL), data warehouses, relational databases, and multi-dimensional databases in analyzing various data sources (in-house databases, data warehouse, other third-party data sources, etc.) to develop the queries and procedures for extracting and communicating required information. Maintain Player Tracking Database. Responsible for ensuring data integrity for all data sources used. Work closely with all areas of marketing and Information Technology staff to identify, troubleshoot, and resolve data-related issues of concern. Capture and perform data analysis within player tracking to monitor performance. Will review and monitor results from promotions to determine effectiveness and revenue generating impact. Assists in the planning and implementation of direct mail programs designed to attract and retain new and existing customers to the casino. Gather data, organize it into reports and provide conclusions.

Critical skills/experience:

- o Advanced reporting and analysis skills
- o 3+ years related experience
- o Strong communication skills

For more information and to submit your resume, visit us at: <https://atlantiscasino.com/careers>

Director of Table Games

Atlantis Casino Resort Spa, in Reno, Nevada, has a career opportunity and is looking for someone with a proven track record to be the **Director of Table Games**. Monarch Casino & Resort, Inc. (MCRI), is publicly traded and the parent company of Atlantis. Atlantis has been recognized by Forbes as one of America's Best Mid-size Employers.

Atlantis is recommended by Forbes Travel Guide with a Four Star Spa. Atlantis is rated by AAA as a Four Diamond resort; less than five percent of the nearly 31,000 properties approved by AAA achieve this Four Diamond designation. The Steakhouse and Bistro Napa restaurants at Atlantis are recommended by Forbes Travel Guide and consistently receive the highest ratings by TripAdvisor. Since 2000 Atlantis Steakhouse and Bistro Napa restaurants at Atlantis have received the Award of Excellence from Wine Spectator.

Responsible for the overall personnel and operational supervision of all table games in accordance with departmental policies and procedures and internal controls. Directly supervises employees in the table games department and maintain control of games. Ensures the highest standards of customer service are maintained in accordance with policies and procedures set forth by Atlantis Casino Resort Spa. Provides a high level of customer service and promotes a positive attitude in creating a fun and entertaining experience for our guests and team members. Develop and implement strategic plans within the gaming departments in accordance with the company's strategic business objectives, budget guidelines, company standards and policies.

Critical skills/experience:

- o Bachelor's degree minimum
- o 10 years gaming experience with at least 5 years in a leadership role
- o Good communication skills

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Director of Casino Marketing

The incumbent's primary responsibility is to oversee and manage all functions related to Casino Marketing, Database Marketing, Club Monarch, and Special Events for maximum effectiveness impacting the financial and success of the property. The Director of Casino Marketing, as with all members of Monarch Properties, provides excellent customer service to all, conducts herself/himself in a manner that demonstrates consistent initiative, professionalism, and integrity,

and exercises confidentiality in the appropriate areas of his/her performance. The incumbent shares in the Atlantis Casino Resort Spa support of the company's Vision, Mission, and Values, and consistently performs all functions in a fashion that inspires and motivates others to actively pursue them. As part of the leadership team, role models the expected behaviors of service, proactive-positive attitude, teamwork, and accountability. Engenders trust in others and develops credible relationships at all levels. Implement creative, unique, and profitable casino offers, promotions, and events for players. Develop, implement, and be responsible for the timeliness of all direct marketing mail, offers, campaigns and promotions, and execution of special events. Develop, implement, and monitor effective and competitive strategic marketing plans to successfully reach short and long-term annual goals. Work closely with gaming leadership to institute player programs that drive incremental trips. Develop and manage casino marketing budget, and promotional activities to increase revenue opportunities. Identify, evaluate and implement technology related to casino marketing initiatives for process improvement and increased player engagement. Direct and provide leadership to operations - Casino Marketing, Players' club services, Special Events, and Database Marketing Teams.

Critical Skills and Experience

- 5 years minimum of Casino Marketing experience required to be considered for the position.
- Bachelor's Degree in Marketing, Hotel Administration (Casino emphasis), or a related field - equivalent in education/experience is required.
- Knowledge of casino management systems (i.e. Patron Management, SQL) and advanced Excel, Player Development, Game Theory, etc.
- Excellent writing and communication skills.
- Facility with reporting and analysis programs.

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Director of Hotel Operations

The Director of Hotel Operations is responsible for various departments within Hotel Operations, including but not limited to – Front Desk, Bell Desk, Valet, Concierge, Call Center/PBX, Wardrobe, Retail, Housekeeping and more. With such varying departments, the incumbent in this role must be experienced and great at multi-tasking since each day requires differing priorities while still monitoring all responsible departments. Guest service and satisfaction is the highest priority for this role, ensuring our guests are eager to return. The Director of Hotel Operations must ensure Team Members are executing Atlantis Service Standards consistently. This role must maintain our Forbes recommended and AAA 4-Diamond status for the resort.

In addition to day to day operations, the Director of Hotel Operations will work closely with the Director of Hotel Revenue to optimize hotel occupancy, and hotel revenue. They will be involved with selling strategies, overselling, inventory, rates, upsells, and overall hotel performance.

Critical skills/experience:

- o Bachelor's degree minimum
- o 8 years progressive responsibility in hospitality
- o Excellent communication and guest service skills/aptitude
- o Technical competency in Hotel Management systems and general office programs

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