



Tolowa Dee-ni' Nation/Lucky 7 Casino Enterprises



Position Description

Title: Creative Content Specialist	Department: (44) Marketing
Class: Technical	FLSA: Non-Exempt
Status: Full Time	Pay Grade: VI
Supervisor: Marketing Manager	Subordinates: None
Effective Date: T.C. Approved 4/27/2023	

Position Summary:

The Creative Content Specialist is dedicated to performing the following duties in a timely and conscientious manner.

Essential Duties and Responsibilities:

- Preflight designs, creates and manipulate digital files to a specification, generate proofs, and check for quality deficiencies at all stages of pre-production.
- Design and maintain the Lucky 7 Casino Online Applications including Website, promotional websites, social media pages, email marketing and digital signage systems.
- Create eye-catching and visually interesting videos and animations for the outside Reader board, Slot Sentinels, Kiosks, media players, TV advertising, YouTube, Website, etc.
- Perform design, layout and production functions for graphic and content elements specified using Adobe Creative Suite.
- Determines pre-production requirements by reviewing requests and needs, studying design, content, and specifications.
- Provide the interface between the promotional team and various departments with a focus toward production execution to approved specifications.
- Cross train in other departments, Promotions, Marketing, IT, or whereas needed.
- Be proficient in the operation of Windows operating systems, with proficiency in the following software for all platforms, Adobe Illustrator, Photoshop, In-Design, After Effects, Premiere, and other related graphic programs and operating system software.
- Design and update digital signage, to the look and feel (branding) of Lucky 7 Casino for new and current media applications, and promotions on a daily, weekly and monthly basis.
- Work with team members from other departments (Marketing, Bingo, etc.) to design print materials, including brochures, e-mail, presentations, digital displays, and other forms of digital marketing.
- Ensure new media deliverables are met and align with established marketing objectives.
- Delivers compelling and technically accurate design and production files on schedule.
- Assists in ensuring consistency and continuity with brand identity in all materials.
- Work with minimum supervision to begin projects independently (or as assigned). And to bring projects to conclusion on a timely basis.
- Must be able to assign an approximate value to each project.
- Troubleshoot and resolve Lucky 7 website and technical issues with digital boards.
- Execute change requests and revisions to promotion and ad campaigns in a timely fashion.

- Maintain website to include loading new products and updating current web pages.
- Submits rough layouts for approval and prepares final layout of final copy and art for web and digital boards.
- Complete knowledge of the Privilege's Club operations and equipment
- Full working knowledge of the Oasis Super Playmate, SpeedMedia, Atrient Kiosk systems
- Ability to speak over the microphone for announcements and promotions
- Perform administrative duties for the Marketing Department to include management of Marketing documents and materials
- Temporary or permanent duties and responsibilities may be added to, or modified as deemed necessary.

Minimum Qualifications:

- High school diploma or equivalent (GED) is required.
- A minimum of five (5) years of progressive experience in creative media development and interactive design is required.
- Experience with complex, dynamic websites and content management applications, showing increasing responsibility is required.
- Demonstrated proficiency in Adobe Photoshop, Illustrator, Premiere, After Effects, In Design, data management systems, as well as understanding of digital media tools is required.
- Previous experience with digital signage/marketing is preferred.
- Strong computer skills including but not limited to Microsoft Word, Excel and Outlook, and experience with a professional level digital art/photography manipulation /design software is required.
- This individual must be able to perform their job functions in an atmosphere where priorities and deadlines may change frequently.
- Must submit to and pass a pre-employment drug and alcohol screen.
- Qualified American Indian preference applies.

Language Skills:

Must be able to read and comprehend instructions, correspondence, and memos. Write correspondence. Possess the ability to effectively present information in group situations to customers, clients, and other employees of the organization.

Mathematical Skills:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.

Reasoning Ability:

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Certificates, Licenses, Registrations:

- Must be able to pass extensive background investigation for the issuance, and retention, of a gaming license.

- Must possess and maintain a valid, state-issued driver's license, submit a Department of Motor Vehicles (DMV) driving history, and be eligible for Tribal vehicle insurance.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to stand walk and use hands to finger, handle, or feel. The employee is occasionally required to sit, reach with hands and arms, climb or balance, stoop, kneel, crouch, or crawl, talk and hear. The employee must occasionally lift and/or move up to 30 lbs.

Vision Requirements:

- Close vision (clear vision at 20 inches or less).
- Color vision (ability to identify and distinguish colors).
- Depth perception (three-dimensional vision, ability to judge distances and spatial relationships).
- Ability to Adjust focus (ability to adjust the eye to bring an object into sharp focus).

Work Environment:

While performing the duties of this job, the employee is regularly exposed to cigarette smoke. Moderate noise (Examples: business office with computers and printer, light traffic).

Drug Free Work Environment:

The Tolowa Dee-ni' Nation / Lucky 7 Casino Enterprises is committed to providing a drug free alcohol free work environment. In keeping with this commitment, an employee may be drug tested anytime.

Employee's Signature: _____

Date: _____

Supervisor's Signature: _____

Date: _____