

<https://entouragesearch.com/job/vp-of-marketing/?lang=en>

Vice President of Marketing

Description

Our client is seeking a Vice President of Marketing to lead the marketing division of a renowned hospitality and gaming establishment. This role is critical for expanding market presence, enhancing player engagement, and boosting profitability through innovative marketing initiatives. The VP will ensure marketing efforts are proactive, align with broader business goals, and adapt to changing market dynamics.

Responsabilités

- Develop comprehensive marketing strategies across gaming, F&B, and property services to significantly expand market share and improve profitability.
- Oversee the promotional calendar to ensure a consistent and strategically targeted series of promotions and events, enhancing player traffic and engagement.
- Maintain a forward-thinking approach to market trends and competitive activities to ensure marketing strategies are proactive and market-leading.
- Manage the creation and implementation of direct marketing programs, including budgeting, creative oversight, execution, and detailed post-campaign analysis.
- Leverage the latest in digital marketing technologies and data analytics to refine marketing efforts, improve customer targeting, and increase overall campaign effectiveness.
- Develop and execute marketing strategies that cater to a diverse customer base, utilizing multilingual capabilities to broaden market reach and enhance customer engagement.
- Monitor and adjust marketing budgets and strategies based on performance data and market conditions.
- Elevate the brand through innovative marketing strategies, ensuring alignment with company values and standards of excellence. Develop and implement brand awareness campaigns and monitor brand consistency across all customer touchpoints.
- Build and lead a high-performing marketing team; provide training, coaching, and professional development to enhance skills and drive performance.

Organisation d'embauche

Entourage RH

Type d'emploi

Temps plein

Durée d'emploi

Permanent

Lieu de travail

Chateauguay

Date postée

30 avril 2024

- Ensure all marketing activities comply with local laws and regulatory requirements, maintaining company standards across all campaigns and promotions.
- Work closely with other departments to integrate marketing strategies with overall operational goals, ensuring a unified approach to business growth and customer satisfaction.
- Manage strategic partnerships and collaborations that enhance brand visibility and market expansion.
- Participate in the development and implementation of player development policies, procedures, and programs.

Qualifications

- Bachelor's Degree in Marketing, Business, or a related field, complemented by 7-10 years of senior-level experience in gaming/casino marketing.
- Advanced proficiency in digital marketing, database management, and business intelligence tools.
- Strong analytical capabilities, with a proven track record of leveraging data to inform strategic decisions in a high-stakes environment.
- Demonstrated ability to lead a marketing team, develop strategic marketing plans, and achieve significant business growth
- Excellent communication and collaborative skills.
- Multilingual abilities are considered a strong asset- to communicate effectively with Marketing affiliates

Avantages sociaux

- Competitive Salary
- Bonus
- Health Care
- On-site free parking