SEVENWINDS CASINO
LODGE & CONFERENCE CENTER

13767W County Road B
Hayward, WI 54843

Job Posting

Job Title: Visual Media Specialist
Department: Marketing
Reports to: Lead Graphic Designer
Grade Level: E3
Position Type: Key
Opening Date: 2/2/2023
Closing Date: Until Filled

Basic purpose or function: Creates, develops, and manages content for all digital screen media, web and mobile platforms associated with both internal and external marketing campaigns.

Job Duties:

- Support the Marketing Department in research, strategy, and implementation of emerging forms of digital media and online advertising (Twitter, Facebook, YouTube, etc.)
- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Designs, builds, and maintains our social media presence.
- Work with consultants and vendors to apply the available web and social media technology to specific marketing initiatives as an integrated component of our overall media outreach.
- Understand and stay current with trends, technologies of the social media industry, mobile and web software tools.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Conduct webmaster duties for updates and changes to the Sevenwinds Casino, Lodge & Conference website.
- Maintain brand consistency throughout all Casino projects.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points with the data team.
- Collaborates with internal teams to create landing pages and optimize user experience.
- Other duties as assigned.

Job Qualifications:

- Bachelor's degree in a communications or technology field with a minimum of five (5) years' experience in a position directly related to computer technology or an equivalent or combination of education, training, and experience.
- Must possess strong interpersonal and communication skills.
- Excellent organizational and writing skills.
- Word-processing and spreadsheet experience
- Working experience with image design tools (e.g., Photoshop and Adobe Illustrator).
- Portfolio of completed design projects.
- Knowledge of the processes of email marketing, social networking websites, interactive multimedia as well as website development and optimization.
- Must be able to obtain a gaming license.
- Minimum of 18 years of age

Native American preference applies to all candidates for this position.

Apply online at:

www.sevenwindscasino.com
Our Team

If you are unable to apply online, submit information to:

Human Resource Department
Sevenwinds Casino, Lodge & Conference Center
13767W County Road B
Hayward, WI 54843

Doug Merrill, Training & Development Specialist
715-634-5643 Ext. 6121

Tina Coss, Human Resource Manager
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