



13767W County Road B  
Hayward, WI 54843

## Job Posting

Job Title: Database Analyst  
Department: Marketing  
Reports to: Marketing Manager  
Grade Level: E4  
Opening Date 11/07/2023  
Closing Date: Until Filled

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**Basic purpose or function:** Provides technical and organizational support for the Marketing Director including but not limited to building offers in player tracking systems, updating existing reports, preparing lists for direct mail programs, and preparing analysis.

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### **Job Responsibilities:**

- Consistently monitor data base for accuracy and integrity.
- Production of reports designated by management and marketing needs through utilization of existing systems and outside sources.
- Market segmentation of database.
- Evaluate tracking reports and other information to establish patterns and criteria for future use.
- Produce mailing lists designated with specific criteria and goals to reach target audience.
- Track direct mail activity and redemption.
- Track promotions and special events.
- Consistently monitor the carded play percentages, ratios for cash back and denomination play and/ or experience.
- Interpret and report on play, card use, coin in revenue etc. provide by casino database and other sources.
- Assist in developing marketing capital aimed at qualified play and players.
- Assist with development and promotion of programs aimed at premium and preferred players.
- Assist with marketing promotions as assigned.
- Develop direct mail promotions aimed at qualified players.
- Identify problems with mail-houses on direct mail and mailing lists.
- Forecast effectiveness of existing promotions/programs and identify and forecast effectiveness of new promotions/programs.
- Promotes visits to property through planning and implementing programs marketed to different market segments.
- Ensure that all qualified reports, documents and logs are accurate and complete: that they are filed and routed correctly and in a timely manner.
- Comply with all internal controls, Company, departmental and safety policies, procedures and regulations.
- Perform other duties as assigned.

### **Minimum Qualifications:**

- High School Diploma or GED required.
- College degree in a business related field preferred and /or combination of education and gaming work experience.
- Proficient in word processing, extracting data from relation databases and building spreadsheets.
- Strong project management skills.
- Highly organized and able to adapt quickly to changing priorities.
- Excellent verbal and interpersonal communication skills.
- Accurate and detail oriented.
- Excellent problem solving skills.
- Working knowledge of standard database query language.

- Ability to work varying hours and days (including weekend and holidays).
- Must obtain a gaming license.

**Native American Preference applies to all candidates who apply.**

Apply online at:

[www.sevenwindscasino.com](http://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  
715-634-5643 Ext. 6107