13767W County Road B
Hayward, WI 54843

Job Posting

Job Title: Player Development Manager
Department: Marketing
Reports to: Marketing Manager
Starting Rate: $66,742 - $83,427
Position Type: Key
Opening Date: 03/19/2026
Closing Date: Until filled

Basic purpose or function: Responsible for establishing and managing Player Development VIP guest services to increase frequency of visits and drive incremental increases in gaming performance. Ensures proper representation of SEVENWINDS brand, service, and products that advances the purpose of the mission/vison statement: To be the Premier Guest Experience destination in the Midwest.

Job Duties:

- Promotes positive guest and team member relations**.**
- Ensures the execution of service expectation(s) and core values
- Document processes and comply with best practices keeping up with developments and trends in hospitality and Marketing.
- Responsible for creating and implementing policies, procedures, and standards.
- Hiring, Supervising, and mentoring of Loyalty and Guest development.
- Operate, train, and maintain promotional item production equipment.
- Promotes positive emotional connections with guests and team members.
- Prepare and present performance reports in a timely manner.
- Responsible for establishing and developing the basis of our player development program
- Collaborate with departments to grow and develop connections with our designated VIP players that increases the Loyalty program awareness.
- Plan and participate in VIP special events with the conference center, F&B and Gaming team(s) to develop premiere entertainment.
- Develop a roster of our highest rated players according to high monetary value as well as volume of play through loyalty utilizing brand tactics.
- Evaluate and monitor play levels to determine ratios and rewards that provide productive programs and participation
- Lead the guest and team development, implementation and planning of all casino promotions, entertainment, and events assigned.
- Reviews proposals, contracts and ensures operational provisions are met.
- Continually keep our top players informed about events and promotions and offer appropriate incentives that compel them to spend more time on property.
- Develop profiles on each rated player to assist members of Guest Services in exceeding their expectations.
- Must maintain strict confidentiality of player information.
- Personally engage each player in the most appropriate manner when on property to enhance his or her guest experience.
- Offer comps within the established limitations of our player reinvestment program.
- Work closely with the Marketing Data Analyst to monitor reinvestment programs including comps and other incentives by routinely reviewing rewards and play histories.
- Adjust guest points and complimentary authority according to established policies as needed.
- Oversight of loyalty club sales and inventories
- Develop schedules to ensure proper staffing levels according to budget and business needs.
- Perform other duties as assigned

Job Qualifications:

- Associate or bachelor's degree in a related field
- Two years prior Marketing or Sales Management experience in the Gaming or Hospitality industry
- Must be a highly effective team builder
- Must be outgoing, demonstrate sensitivity, be a strong communicator both in verbal and written mediums and possess highly effective interpersonal skills.
- Must possess strong organizational skills, high attention to detail in a fast paced, stressful environment and the ability to adapt to changing priorities with excellent follow-through.
- Must be deadline oriented and able to work effectively within stringent guidelines
- Ability to work varying hours and days (including evenings, weekends and holidays).
- Excellent knowledge of MS Office, marketing computer software and online applications (CRM tools, online analytics, Google AdWords etc.)
- Regulation compliance in Internal Controls and company policy and procedures
- Must be able to obtain a gaming license and complete Title 31 training
- 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:

Sevenwinds Casino, Lodge & Conference Center
Human Resource Department

13767W County Road B
Hayward, WI 54843

Tina Coss, Human Resources Director
715-634-5643 Ext. 6107
or
Tamara Christman, Training Specialist
715-634-5643 Ext. 6121