

Downstream Authority of the Quapaw Tribe of Oklahoma Regular Meeting
December 13, 2016

Meeting Called to Order: 11:00 am

ROLL CALL:	John Berrey, Chairman	Present
	Larry Ramsey, Secretary	Present
	Ranny McWatters, Treasurer	Present
	Marilyn Rogers, Member	Present
	Tamara Reeves, Member	Present

DECLARATION OF QUORUM: announced by Larry Ramsey
Jani/Thomas

Marketing

- New position proposed -Digital /Social Marketing Strategist
- Job description attached
- Org Chart Attached
- Salary Range \$43,000 – \$104,000.

Motion by DDA Member Tamara Reeves to approve the new position as presented. Seconded by DDA Secretary Larry Ramsey. Vote: JB: y; RM: y; MR: y; LR: y; TR: y (5 yes, 0 no, 0 abstain) Motion Carries

EDR Meal Increase

- Effective Jan 1, 2017 the cost of the meal in the EDR will raise to \$3.25
- Consensus of the DDA

Gift Distribution

- Holiday Gift Distribution will be Monday Dec 21 and Tuesday Dec 22
- 2 Colors of bedding
- Camo blankets

Player Development

- Goal is to move Billy on 1/5/17 to Quapaw Casino

Adjourn 11:36 am

Downstream Casino Resort Job Description

POSITION:	DIGITAL / SOCIAL MARKETING STRATEGIST
DEPARTMENT:	MARKETING
GAMING LICENSE RANK:	KEY
PROJECTED EMPLOYEES	1
JOB SALARY GRADE:	EXEMPT 4

JOB SUMMARY:

The Digital/Social marketing strategist will use web and mobile technologies to achieve business growth goals.

The position requires a tech-savvy trendsetter who has innovative ideas to improve customer experience thru social and digital channels. Must be able to effectively connect our brand with our online and mobile customers and drive patron visits to Downstream Casino Resort.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Develops unique strategies and builds upon current strategies within the digital, social and mobile marketing arena to meet/exceed objectives.
- Understanding the digital, social and mobile landscape, and recommend strategies and tactics to increase awareness, consideration, trial, and acquisition by identifying opportunities to integrate into these platforms.
- Executes projects to be high quality, on time, and cost effective/on budget.
- Fosters timeline development and monitors progress, ensuring deadlines are met.
- Develops strong, trusting relationships between departments providing leadership and support during strategy creation and execution.
- Manage digital, social, and mobile communications by developing and growing new and existing placements and presence on all platforms.
- Design and execute creative marketing strategic analysis using all forms of digital social media.
- Writing and editing reviews, post and text.
- Overseeing any contract resources and programs used to expand our digital, social and mobile communities.
- Plan and execute all web, SEO/SEM, marketing database, email, SMS, social media and display campaigns.
- Develop a proactive process for capturing customer online reviews. Monitor online ratings and respond accordingly.
- Measure and report performance of all digital, social and mobile marketing campaigns, and assess against goals to drive results.
- Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate
- Establish best practices and develop standard operating procedures.

The Downstream Casino Resort reserves the right to make changes to the above job description whenever necessary.
09092009

- Provide exceptional customer service to all patrons and communicates in a pleasant, friendly, and professional manner at all times.
- Meets the attendance guidelines of the job and adheres to regulatory, departmental and company policies.
- Attends all necessary training and conducts research to improve personal knowledge.
- Assist in other projects, as directed.
- Duties, responsibilities, requirements and expectations pertaining to this job are subject to change as needed. Hours are determined by 24-hour schedule.

QUALIFICATIONS/REQUIREMENTS

The requirements listed below are representative of the knowledge, skill, and/or ability required. To perform this job successfully, an individual must be able to perform each of the essential duties and responsibilities satisfactorily.

- Must be a minimum of 18 years of age.
- Bachelor's degree in Marketing or related field.
- Proven Working experience in digital, social, and mobile marketing.
- Demonstrable experience leading and managing SEO/SEM, email, and/or display advertising campaigns.
- Must demonstrate strong customer communication skills with the ability to resolve conflict in a professional manner.
- Highly creative with experience in identifying target audiences and devising campaigns that engage, inform and motivate.
- Experience in optimizing landing pages and user funnels.
- Experience with A/B and multivariate experiments.
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, Web Trends).
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Displays ability to effectively communicate information and ideas in written and video format.
- A team player with the confidence to take the lead and guide other employees when necessary. (I.e. content development, creation and editing of content, and online reputation management).
- Possesses the ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.
- Must present a well-groomed and professional appearance.
- Must be able to read, write, speak and understand English. Must be able to respond to visual and oral cues.
- Ability to work independently and in a team environment.
- Experience with MS Office (especially Excel, Word, and PowerPoint).
- Must be able to be approved for and maintain a valid gaming license.
- Work nights, weekends and holidays as required.
- Must be able to work well under pressure and able to meet deadlines.
- Employment is contingent upon a favorable outcome of a background investigation and drug screening.

PHYSICAL, MENTAL AND WORK 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. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

- Must have the physical ability to work with extreme weather as well as the ability to lift 25 lbs., to squat, stand or bend repeatedly.
- Must be physically mobile with reasonable accommodations and be able to maneuver to all areas of the casino.
- Must be able to tolerate areas containing secondary smoke, high noise levels, bright lights and dust.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Adequate manual dexterity to operate office equipment.
- Maintain physical stamina and proper mental attitude to work under pressure in a fast-paced, casino environment and effectively deal with customers, management, employees, and members of the business community in all situations.

The Downstream Casino Resort Adheres to all applicable Resolutions of the Quapaw Tribe of Oklahoma. Native American Preference policy does apply.

