
GAMING PROGRAMMING AND EXPERIENCE COORDINATOR

Full Time Employment Opportunity

Reporting to Manager, Gaming Programming and Experience, the Gaming Programming and Experience Coordinator is responsible for coordinating, implementing and communicating effective programs to promote a fun and entertaining experience for Casino customers, while delivering exceptional customer service.

Duties:

- Assist in the development of casino promotions programming.
- Coordinate and implement/execute promotions programs in accordance with assigned budgets and Manitoba Liquor & Lotteries (MBLL) policies & procedures.
- Draft promotional rules and regulations.
- Research and assist in the development of new promotional programs to be included in future programming.
- Research, create, install and remove promotional displays in accordance with promotion schedules and operational requirements.
- Install and remove promotional signage in accordance with promotion schedules and operational requirements.
- Procure promotional prizes within established budgets and in accordance with MBLL procurement policies.
- Maintain appropriate inventory levels of promotional prizes and identify requirements for re-order.
- Coordinate logistics for all Casino promotional events with key stakeholders and partners.
- Ensure all promotional initiatives are conducted with the highest degree of integrity and according to established procedures.
- Maintain complete records and accurate files on all promotional activities.
- Provide key, timely, and relevant promotional information to the department for post evaluation where required.
- Draft promotional correspondence such as winners' letters and signage copy.
- Provide functional supervision to staff assigned to assist with promotional events.
- Conduct stakeholder planning meetings for event or program specific activities.
- Prepare promotional initiatives/proposals as required.
- Establish and maintain positive working relationships with all internal and external customers.
- Attend meetings as required.
- Update internal casino events calendar and ensure information is current and accurate.
- Update partners in Marketing departments with information on a timely basis.
- Contact promotional finalists and winners in accordance with established procedures.
- Liaise with external organizations, businesses, and other jurisdictions.
- Assist with promotional scripts developed for MC's and hosts to communicate promotional programs.
- Work collaboratively with members of Gaming & Entertainment to ensure consistency of department requirements.
- Complete required courses and video training.
- Support and comply with policies, procedures, practices and Corporate Responsibility commitments.
- Attend meetings as required.
- Other related duties as assigned.

Primary Qualifications:

- A diploma or degree in a recognized Event Planning or Marketing program, or an equivalent combination of education and experience.
- Five years' experience in a marketing/promotions or sales environment.
- Two years' experience in event planning.
- Two years' experience working in a diverse customer centric environment.
- Demonstrated experience working both independently and within a team environment.
- Intermediate skills in using Microsoft Office (Word, Excel and Outlook).
- Excellent communication, public relations and interpersonal skills.
- Having and maintaining a valid Manitoba Class 5 Drivers License.
- Familiarity with the use of graphics software is an asset.

Secondary Qualifications:

- Bilingual (French/English) language skills.

****Manitoba Liquor and Lotteries is committed to Diversity, Equity and Inclusion. We strive to hire a workforce that reflects the community we serve. Employment equity will be considered therefore applicants who identify as women, Indigenous people, members of racialized groups, and persons with a disability are encouraged to apply.*

If you require an accommodation at any time during the recruitment process, please let us know how we can meet your needs.

Salary: \$26.09-\$32.12
Bargaining Unit: CUPE
Location: Club Regent Casino

Individuals should apply by completing our online application form at www.mbl.ca/jobs or by submitting a resume and application to careers@mbll.ca

All applications are due by December 4, 2023

We thank all interested applicants, however, only those selected for interviews will be contacted.

Posted: November 20, 2023