



## POSITION DESCRIPTION

**TITLE: Marketing & CRM Coordinator**

**DEPT: Marketing**

**FLSA: Full Time – M/F (40 hours per week)  
Remote Position**

**DATE: June 17, 2022**

**REPORTS TO: Marketing Manager**

**SALARY GRADE: Non Exempt  
\$20-25/hr based on experience**

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**WHO IS RAVING:** Raving is the most experienced full-service resource for the gaming & hospitality industry. Raving produces numerous educational conferences and publications including the aforementioned Indian Gaming National Marketing Conference. The company partners with casinos and gaming companies worldwide to strategically improve overall operations and profitability.

**OUR PHILOSOPHY:** As a native-owned business and thought leader in Indian Gaming, we strive to enrich lives of those we work with by being future focused and innovative. Through sharing our experience, we strive to educate our partners to become better operators, leaders, and community members. At Raving we believe in the potential of others and that building sustainable relationships makes us all better. We refuse to take ourselves too seriously.

### **POSITION OVERVIEW** (*the basic function of the position*):

The Marketing & CRM Coordinator plays a lead role in supporting the goals of the marketing department and client services department. In this critical position, reporting directly to the Marketing Manager, the Marketing & CRM Coordinator has the opportunity to learn and grow with the company, by using and developing a variety of skills.

Relationships are the core of our business at Raving and each team member plays a part in building and nurturing relationships with our clients and partners through exemplary guest service and superior attention to detail. At the heart of our operation is our CRM program (Insightly) and Marketing Platform (Hubspot), which we utilize to communicate with clients, prospects and subscribers personally and effectively; always relying on the accuracy of our data. In this key position, the Marketing & CRM Coordinator will play the role of *gatekeeper* for our database, bringing verifiable CRM expertise to this position.

The Marketing & CRM Coordinator will be responsible for modifying the CRM to meet the objectives of marketing, sales and our stakeholders. Proven experience managing a database CRM tool and email marketing platform is required. The ideal candidate will be proficient in customized workflows, pipelines, dashboards, tagging, object fields and reporting within a CRM function. Experience with automation and action sets is preferred. Ongoing maintenance and development of SOPs, CRM Manual and team member training in our CRM policy is included in this position. The Marketing & CRM Coordinator will perform routine database maintenance/growth including verifying the accuracy of data, data entry, consolidating data from several sources and routinely auditing the accuracy and functionality of our database(s). Some telephone (no soliciting) follow-up may be required.

In addition to the CRM function, the Marketing & CRM Coordinator will support the marketing team for conference and event execution, including meeting and travel scheduling, communicating with speakers and vendors; maintaining participation lists, creating reports and support materials, etc. They will also assist in asset production and management, article posting/website content, eblast deployment, social media and more.

Additional responsibilities, include answering phones, ordering office supplies, basic report production, basic web editing and proofing.

This is a role for someone who has a proven track record for successfully managing a database/CRM, is detail-oriented, excels in communication, takes an analytical approach to problem solving, and believes that no job is too big or too small. An interest in marketing, B2B consulting and the casino/hospitality industry is preferred.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the types of duties and knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Promote a progressive and fun workplace where respect, honesty, innovation, fearlessness, candor, trustworthiness, knowledge, integrity learning, loyalty, synergy and giving are center stage.
- Promote a clean, safe, and healthy work environment for our team and clients who will report safety issues to their supervisor immediately.
- Ability to maintain effective working relationships with team, partners, clients and the public.
- Represent Raving professionally and positively on the telephone and in person.
- Works with senior management in preparing written and verbal communications as assigned.
- Main Duties/Responsibilities:
  - Maintain integrity of database
  - Monitor inbound and outbound communications
  - Website maintenance
  - Marketing and Sales team support
  - Event coordination
  - General IT support
  - General office duties
  - Other duties as assigned

### **SERVICE STANDARDS:**

Must be able to incorporate Raving Service Strategy into daily operations by demonstrating the following standards while performing the requirements of the job:

- Smile & Greet
- Name & Meet
- Listen & Act
- Make Their Day
- Ask & Sell
- Thank You & Goodbye

### **LANGUAGE SKILLS**

Read and interpret documents. Skilled in effectively, communicating information through verbal and written correspondence to managers, clients, customers, and the general public.

### **MATHEMATICAL SKILLS**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Have the ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

### **REASONING ABILITY**

To apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving a few concrete variables in standardized situations. Skills in solving practical problems and dealing with situations where only limited standardization exists. Skill in identifying and resolving administrative problems under pressure conditions.

### **AUTHORITY & RESTRICTIONS** (*supervisory capacity, signatory ability, access to sensitive areas, gaming /tipping restrictions*)

- This position does not have supervisory responsibility.
- Maintain confidentiality and discretion in all areas, including the dissemination of trade secrets, planning and promotional procedures, and customer information files

- Access to sensitive client information and computer processes.
- All team members are prohibited from participating in promotional awards, giveaways, drawings, tournaments or special events, except those specified.

**POSITION REQUIREMENTS** *(objective educational or technical training required; skills; and years of experience):*

- High School diploma or GED required
- Two to five years professional experience in similar position in a related field or an equivalent amount of formal education and experience
- Essential skills include experience with CRM application(s) (tested or proven track record), intermediate/advance Excel (tested), Microsoft Office, HubSpot (or similar email program), Wordpress
- iMovie, Zoom, Vimeo, Survey Monkey, Regfox, Monday.com, Asana, Hootsuite, Insightly, Beaver Builder, LinkedIn Campaign Manager, Google Analytics, Google Ads, Mac OS Meta Business Suite, and Adobe Suite a plus
- Typing speed and accuracy approximately 60 words per minute with 90% accuracy (tested)
- Must have excellent writing and proof reading skills
- Good administrative organization skills required. Ability to work with large volumes of detail deadlines and pressure situations
- Ability to work without supervision and to organize and track multiple projects
- Must have valid driver’s license
- Ability to travel to tradeshow on demand

**PHYSICAL DEMANDS/WORK ENVIRONMENT** *(the physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations will be considered to enable individuals with disabilities to perform the essential job functions):*

While performing duties of this position, employee is required to stand for extended periods, and frequently walk, and use hands to; finger, handle, or feel objects, tools, or controls. Occasionally sit. Must be able to lift 20 pounds with occasional lifting of more than 35 pounds, assisted. Ability to manage stress appropriately, make decisions under pressure, manage anger, fear, hostility and violence of others appropriately. The position requires the ability to process information using computer methods and technology, at times for more than 50% of the work time.

**TRAVEL REQUIREMENTS**

Local travel is occasionally required. Travel outside of the state is infrequently required. Typical travel time is generally less than one week.

**TRIBAL PREFERENCE**

“Tribal preference is given in compliance with the Indian Self-Determination and Education Assistance Act (25 U.S.C Section 450 e (B))”

**This description of duties, responsibilities and requirements is a summary, and is not intended to include all that may be assigned or required. I hereby acknowledge I have read and understand the above presented position description. I am in receipt of our employment guidebook and understand my obligation to read and understand its contents:**

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Employee Name (Please Print)

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Employee Signature	Date
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Manager	Date
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