



CAREER OPPORTUNITY

Position:
Manager, Marketing

Hastings Racecourse has been capturing the imagination of Vancouverites and visitors alike since 1889. Each April through October, we are Vancouver's exclusive source for live thoroughbred horseracing. We offer over 600 of the newest slot machines on our Casino Floor - complete with a spectacular entertainment lounge – as well as food and

beverage options ranging from casual to fine dining. Get your career racing with Hastings Racecourse today and find out why we're "Bred for Excitement" since 1889.

Hastings Racecourse is currently seeking a talented individual for the position of Manager, Marketing - a person who wishes to further their Marketing career within the horseracing/gaming industry.

Position Summary: Under the supervision of the General Manager and Assistant General Manager, you are at a stage in your career where you are eager to take on the following responsibilities in support of the company's vision and goals. Working Tuesday through Saturday from April to October and Monday through Friday from November to March, the Manager, Marketing plays an active role in operations to help create great experiences and memories for our guests.

Responsibilities include:

- Planning, managing and implementing site marketing programs, including all of the details throughout a promotion, campaign or special event (e.g. staff incentives, prize packages, supplier commitments, advertising, direct and email marketing, property décor, collateral placement etc.)
- Work with the General Manager in drafting annual site marketing plans and budgets;
- Monitoring and updating the site marketing/advertising budget; reporting variances on a monthly basis
- Planning and directing the casino and racing operations marketing strategies and initiatives
- Focus on market trends and innovative methods of marketing in this dynamic industry; large focus on Social Media, Guerilla Marketing, Special Events and anything "outside of the box"
- Coordinate and work with the GCC Corporate Digital team on SM campaigns, website, paid digital campaigns and email direct marketing
- Experience with Loyalty Programs, Customer Retention and Customer Acquisition strategies
- Achieving sales and marketing objectives by contributing recommendations to strategic plans; preparing and completing action plans; implementing and managing set programs
- Enforcing brand standards for Hastings Racecourse and Great Canadian Gaming
- Developing and cultivating strong working relationships with all stakeholders: guests, employees, vendors and regulators
- Working with and art directing the site Graphic Designer on all creative projects
- Liaising with Corporate and other GCC sister site marketing teams on companywide initiatives
- Reporting on marketing trends and business analytics to the Operations Team

Successful candidates will demonstrate the following qualifications:

- Post-Secondary education in marketing or business administration (suitable combination of education and experience preferred)
- Computer literacy in MS Office, Power Point, Excel
- Excellent written and verbal communication skills, strong interpersonal skills, work ethic, and priority management skills
- Valid Driver's License and a clean Drivers Abstract an asset
- Minimum 2- 3 years of experience in Marketing, Public Relations or Communications; gaming and/or racing experience an asset
- Experience with event management and sports marketing considered an asset

Apply Online: www.hastingsracecourse.com/careers

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