JOB DESCRIPTION

POSITION TITLE: MARKETING SUPERVISOR

REPORTING RELATIONSHIPS:

    ACCOUNTABLE TO: LAS CASAS GAMING, INC.

    REPORTS TO: MARIA CELERINA GALLARDO III
                           SHARMAINE MARIE ABARQUEZ

Role Overview:

We are seeking a dynamic and experienced Marketing Supervisor to join our team in the gaming industry. The ideal candidate will oversee the execution of marketing strategies, manage marketing campaigns, and supervise the marketing team to drive brand awareness, customer engagement, and revenue growth. The Marketing Supervisor will collaborate with various departments to ensure cohesive and effective marketing efforts.

Key Responsibilities:

- **Campaign Management:** Plan, execute, and oversee marketing campaigns across multiple channels (digital, social media, email, events, etc.) to promote gaming products and services.
- **Team Supervision:** Lead, mentor, and manage the marketing team, ensuring alignment with company goals and professional development.
- **Market Research:** Conduct market analysis to identify trends, customer preferences, and competitive landscape to inform marketing strategies.
- **Content Creation:** Oversee the development of engaging content for marketing materials, including blogs, videos, social media posts, and advertisements.
- **Budget Management:** Manage the marketing budget, ensuring cost-effective allocation of resources.
- **Performance Analysis:** Monitor, analyze, and report on the effectiveness of marketing campaigns using KPIs and metrics, adjusting strategies as needed.
- **Partnerships and Collaborations:** Establish and maintain relationships with key partners, influencers, and media outlets to enhance brand presence.
- **Brand Management:** Ensure consistent brand messaging and identity across all marketing initiatives.
- **Event Coordination:** Plan and execute marketing events, trade shows, and product launches to increase brand visibility and engagement.
- **Customer Engagement:** Develop strategies to engage with the gaming community and foster a loyal customer base.

Qualifications and Skills:

- Bachelor's degree in Marketing, Business, Communications, or a related field.
- Minimum of 5-6 years of experience in marketing, preferably within the gaming industry.

- Strong leadership and team management abilities.
- Excellent written and verbal communication skills.
- Creative thinking and problem-solving skills.
- Ability to analyze data and make informed decisions.
- Strong organizational and project management skills.
- Knowledge of the gaming industry and its market dynamics.

Prepared by: **Approved by:**

STEPHANIE JANE GUIAS   **LEO A. BARROSA**
HR/Admin/Legal Assistant   President

Reviewed by: **Received by:**

MARIA CELERINA GALLARDO III
Vice President for Operations   Employee

KEY PERFORMANCE INDICATORS FOR MARKETING SUPERVISOR:

- **Campaign Performance:** Measure the success of marketing campaigns through metrics such as conversion rates, click-through rates (CTR), and return on investment (ROI).
- **Brand Awareness:** Track brand awareness and recognition through surveys, social media mentions, and media coverage.
- **Customer Acquisition:** Monitor the number o
- f new customers acquired through marketing efforts and the cost per acquisition (CPA).
- **Engagement Metrics:** Analyze engagement metrics including likes, shares, comments, and overall interaction with content on social media platforms.
- **Sales Growth:** Evaluate the impact of marketing strategies on sales growth and revenue generation.
- **Lead Generation:** Track the number and quality of leads generated through marketing campaigns.
- **Customer Retention:** Measure customer retention rates and the effectiveness of loyalty programs and engagement strategies.
- **Content Performance:** Assess the performance of marketing content through views, downloads, shares, and other relevant metrics.
- **Event Success:** Evaluate the success of marketing events based on attendance, participant feedback, and generated leads.
- **Team Performance and Management:** Monitor the productivity and performance of the marketing team, ensuring alignment with goals and timely execution of tasks.
- Data Analysis:Analyze marketing performance data (e.g., website analytics, campaign metrics, customer feedback) overseen by the Marketing Supervisor to identify trends, insights, and opportunities for optimization.