



13767W County Road B
Hayward, WI 54843

Job Posting

Job Title: Database Analyst
Department: Marketing
Reports to: Marketing Manager
Starting Rate: \$59,063 - \$73,829
Position Type: Key
Opening Date: 03/18/2026
Closing Date: Until filled

Basic purpose or function: Provides technical and organizational support for the Marketing Director including, but not limited to, building offers in player tracking systems, updating existing reports, preparing lists for direct mail programs, and preparing analysis.

Job Duties:

- Consistently monitor database for accuracy and integrity.
- Production of reports designated by management and marketing needs through utilization of existing systems and outside sources.
- Market segmentation of database.
- Evaluate tracking reports and other information to establish patterns and criteria for future use.
- Produce mailing lists designated with specific criteria and goals to reach target audience.
- Track direct mail activity and redemption.
- Track promotions and special events.
- Consistently monitor the carded play percentages, ratios for cash back and denomination play and/ or experience.
- Interpret and report on play, card use, coin in revenue etc. provided by casino database and other sources.
- Assist in developing marketing capital aimed at qualified play and players.
- Assist with development and promotion of programs aimed at premium and preferred players.
- Assist with marketing promotions as assigned.
- Develop direct mail promotions aimed at qualified players.
- Identify problems with mail-houses on direct mail and mailing lists.
- Forecast effectiveness of existing promotions/programs and identify and forecast effectiveness of new promotions/programs.
- Promotes visits to property through planning and implementing programs marketed to different market segments.
- Ensure that all qualified reports, documents and logs are accurate and complete: that they are filed and routed correctly and in a timely manner.
- Comply with all internal controls, Company, departmental and safety policies, procedures and regulations.
- Perform other duties as assigned.

Remote Work & Cybersecurity Requirement:

- This position may be eligible for remote work, as approved by management. When working remotely, you must have a reliable high-speed internet connection and a dedicated workspace free from distractions during working hours.
- When working remotely, team members are expected to be available during core business hours and participate in virtual meetings via company approved platforms.
- Must follow cybersecurity protocols, including using only company-approved devices and secure networks. Passwords are to be updated regularly, refrain from using unsecured public Wi-Fi; and immediately report any suspected security breaches or phishing attempts.

Job Qualifications:

- High School Diploma or GED required.
- College degree in a business-related field preferred and /or combination of education and gaming work experience.
- Proficient in word processing, extracting data from relation databases and building spreadsheets.
- Strong project management skills.
- Highly organized and able to adapt quickly to changing priorities.
- Excellent verbal and interpersonal communication skills.
- Accurate and detail oriented.
- Excellent problem-solving skills.
- Working knowledge of standard database query language.
- Ability to work varies hours and days (including weekends and holidays).
- Must obtain and maintain a key gaming license.

Native American preference applies to all candidates for this position.

Apply online at:

www.sevenwindscasino.com

Our Team

If you are unable to apply online, submit information to:

Sevenwinds Casino, Lodge & Conference Center
Human Resource Department

13767W County Road B
Hayward, WI 54843

Tina Coss, Human Resources Director
715-634-5643 Ext. 6107

or

Tamara Christman, Training Specialist
715-634-5643 Ext. 6121