



Let's play.

POSITION TITLE: Product and Revenue Analysis Manager
REPORTS TO: VP of Operations

At the Palace and Baccarat Casino (a Gateway Casino property) we are fun, bright, motivated and love what we do. So we invite you to join our team of professionals and experience the excitement of a casino environment.

PURPOSE:

The Product and Revenue Analysis Manager is responsible for the development and coordination of programs and initiatives which increase revenue within Mainstream Table Games, High Limit, and Slot areas. The role requires the development of new and existing revenue streams, and leveraging and improving the Tables and Slots Rewards program. As well the role is responsible for conducting analysis on gaming activity/operations, market segments, marketing, and trends and preparing reports of macro and micro level analysis on table gaming product and slot product by type, price point and customer segment, identifying opportunities and threats, that assist Executive and Operational Management make well informed business decisions. Candidate must be well versed in Slot and Table Game analysis as well as the utilization percentage on all gaming products.

ESSENTIAL FUNCTIONS:

1. Analyzing daily and monthly gaming activity and monitoring performance against projected outcomes, including tracking against relevant benchmarks and the ongoing identification of opportunities to provide revenue growth as well as enhancements to the analysis process.
2. Work to identify opportunities for growth and areas of concern across all aspects of the Table Games operation, including product, segment and price point analysis, and presenting findings and recommendations to the Games management team on an appropriate basis.
3. Complete both preparative and final performance analysis on all Table Games marketing initiatives, including the establishment and measurement of suitable benchmarks aligned with departmental objectives, the completion of profitability analysis, and the provision of appropriate recommendations
4. Conduct analysis on all aspects of table gaming product performance including product and segment supply and demand, pricing and product mix strategy, and participation in feature game components, recommending changes to the Senior Management Team that contribute to sustained revenue across all segments.
5. To identify, develop and execute programs and initiatives which achieve targeted increases in revenue through growth in spend, visitation, length of play, unique patrons and membership within the Mainstream Traditional customer segment and area.
6. Establish and maintain systems to develop a thorough understanding of the Traditional customer profile. Inclusive of this is the solicitation and measurement of customer feedback on all matters that affect Traditional segment customers including product, pricing, service, programs, promotions and offers, and the integration of this information into future initiatives.
7. Provide assistance to the General Managers with weekly forecasts and month end reporting.
8. Communicating and distributing appropriate analysis to operational and Executive management as requested and preparing "one off" analyses as required.
9. Completing associated administrative tasks as required.
10. Ensuring all internal policies and procedures are complied with.
11. Other duties as required.

JOB QUALIFICATIONS:

- Appropriate tertiary qualifications (preferably in a business or statistics role)
- Minimum 2 to 3 years analytical experience in an equivalent role
- Strong understanding of analysis tools and techniques, including use of Microsoft package
- Strong understanding of games performance and slots performance analysis based on the Gateway model
- The ability to work autonomously and within a team environment.
- AGLC License

Please apply in confidence, by submitting your Cover Letter and Resume to the Palace Casino via email: rwoychuk@palacecasino.com or fax: (780) 444-1155 by March 5, 2010.