



About Our Department

The Marketing Department at San Manuel's goal is to help drive awareness of and consumer demand for San Manuel Casino. Our sub-departments (see below) work collaboratively to establish advertising materials that promote all things San Manuel Casino and San Manuel Band of Mission Indians, including print, broadcast, out of home and online collateral pieces that drive foot traffic to the casino and awareness across the entire enterprise.

By properly communicating our messaging, we are able to establish the site as a go-to destination for those looking for a first-in-class gaming experience local to Southern California. Our goal is to not only remain the area's No. 1 Casino, but the region's largest employer.

Meet the Team

Brand Marketing (BM): When looking to promote San Manuel Casino, we turn to our Brand Marketing team. BM's overall objectives are to drive awareness about casino through external and internal avenues of communication. The team looks to help influence perceptions of the Casino and our enterprise, and also impacts guest visitation and consumer spending. A job in Brand Marketing is hard work, but it is also very rewarding because marketing is where our passion lies.

Casino Marketing: When it comes to developing the San Manuel Casino experience our guests are accustomed to, we turn to our Casino Marketing team. In addition to creating on-site events and promotions, Casino Marketing is also responsible for Guest Services, Player Development and Property Marketing. Through these avenues, we are able to help our guests create lasting memories, drive visitation and generate revenue in a way that promotes Tribal sovereignty through the Tribe's values.

Strategic Marketing: Our Strategic Marketing Team provides both short- and long-term strategic direction to drive opportunities

and direct user experiences for Tribal entities. In short, the Team is where "strategy meets execution." The team manages direct communication with Casino guests by creating campaigns to send via direct mail, and all channels in the marketing technology stack such as the new mobile app, dynamic content email and our My Club Serrano portal. The team drives revenue and engagement by analyzing activity, creating segmentations, deploying multi-channel direct campaigns and once again analyzing the results to optimize profit.

Tribal Brand Marketing: Tribal Brand Marketing was established to ensure the Tribe's voice and identity are being seen and heard throughout all aspects of what we do. The team is able to create points of narrative highlighting the Tribe's work through projects like a documentary film series, a Tribal Community mobile app, and a new Tribal Lifestyle Magazine. Tribal Brand Marketing reaches its objective through several avenues, including the Strategic Philanthropy department, who all work together to showcase who the Tribe is and what they stand for and believe in.

What You'll Learn

An internship with Marketing will be a behind-the-scenes look at everyday operations. During the program, participants will learn:

Creative Minds

What a career in marketing looks like – since the marketing umbrella is so diverse, a career in the field can go several ways. Interns will be able to see how each sub-department works together to brand the Casino, Tribal government, and Tribe as well as discover new and innovative ways to target new and returning audiences.

Let's Chat

How our marketing teams serve as a hub for coordinating/communicating messages to media outlets, our team members and guests, and the public. Although each department is responsible for specific pieces of the puzzle, they all come together to ensure lines of communication remain open. Through these various efforts guests are eager to learn more about our Casino and the San Manuel Band of Mission Indians.

Develop the Narrative

Ways to share messaging across the board, from in-house communication to our online social network. A career in marketing allows you to help create the narrative on a big or small scale, like curating a flyer for the Tribal community to capturing the scene at events like our Topping Out Ceremony to celebrate the San Manuel Casino Expansion Project.