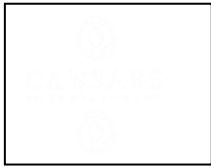
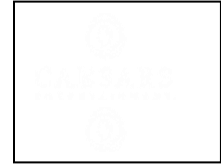


BRING YOUR **TALENTS** TO THE EMPIRE



Caesars
Digital



JOB DESCRIPTION

JOB TITLE: FIELD MARKETING MANAGER

SALARY RANGE: TBD (Assuming \$75,000 – \$80,000), commensurate with experience, plus bonus potential and comprehensive benefits

WE ARE CAESARS

Caesars Digital is the online gaming division of Caesars Entertainment, powering some of the most recognized brands in the category - **Caesars Sportsbook, Caesars Palace Online Casino, and Horseshoe Online Casino**—through best-in-class mobile and retail experiences.

In Maine, Caesars Digital proudly partners with the **Houlton Band of Maliseet Indians, the Mi'kmaq Nation, and the Penobscot Nation** to offer legalized sports betting across the State. Through Caesars Sportsbook, we deliver a truly differentiated omni-channel experience spanning mobile apps, self-service kiosks, and **Oddfellahs**, our exclusive retail sportsbook in Portland.

Maine is on the cusp of becoming the **eighth U.S. state to legalize i-gaming**. This is a pivotal moment for the business and we're looking for the right local leader to help bring the best of Caesars Digital to Mainers and accelerate our growth across the state.

JOB SUMMARY

We are seeking an experienced, highly collaborative **Field Marketing Manager** to own **local market strategy and execution across Maine**. This role is designed for a true Mainer, someone with deep community ties, cultural fluency, and a passion for building brands on the ground. You will be the face of Caesars Digital in the market, translating national brand ambition into locally relevant, high-impact experiences.

JOB SUMMARY

Regional Strategy & Market Ownership

- Serve as the **local brand steward** and subject matter expert for Caesars in Maine.
- Identify key sports moments, cultural insights, and community-driven opportunities that increase relevance, differentiation, and impact.
- Shape and own the Maine market strategy, ensuring strong alignment between local execution and national priorities.

On-the-Ground Activations & Partnerships

- Plan and execute high-energy **on-site activations, pop-ups, retail sportsbook events, game-day experiences, and community engagements** that drive awareness, acquisition, and loyalty.
- Lead breakthrough initiatives to **increase foot traffic, handle, and engagement at Oddfellahs**, Caesars Sportsbook's flagship retail sportsbook in Portland.
- Localize national brand campaigns and creative assets, tailoring them to Maine's unique audience, tone, and market dynamics.
- Build and maintain strong relationships with **local sports teams, entertainment venues, and community organizations**, turning partnerships into meaningful touchpoints with measurable impact.

Campaign Execution & Performance

- Partner closely with centralized **Brand, Creative, Product, and PR teams** to deliver regional partnerships, product launches, and tent-pole moments infused with local insight.
- Track, analyze, and report on campaign performance, activation impact, and regional commercial trends—bringing data-driven recommendations to continuously improve ROI.
- Ensure operational excellence across event execution, vendor management, budgets, and logistics.

Tribal Partner Liaison

- Serve as a primary liaison to our **tribal partners**, ensuring priorities are aligned, strategies are clearly communicated, and tactical plans are executed seamlessly and respectfully.

Who You Are

- A **Maine resident** with **4-7 years of relevant marketing experience**, ideally with field, experiential, and sports marketing depth.
- Deeply connected to Maine—demonstrating strong **cultural fluency, fan insight, and community awareness**.
- A hands-on operator who thrives in execution, juggling multiple events, partners, and priorities with precision and high standards.
- **Data-informed and commercially minded**, able to translate performance insights into action.
- A collaborative partner who can **influence without authority** and work effectively across cross-functional teams and external stakeholders.
- Comfortable working independently in a **fast-paced, evolving environment** with tight timelines and high expectations.

TOGETHER WE WIN

We believe in delivering family-style service—an approach that fosters warmth, connection, and a genuine sense of belonging. Our team treats every guest and colleague with the same care and hospitality we would extend to family, creating a welcoming environment built on respect, teamwork, and personalized attention. Whether assisting customers or collaborating with coworkers, we prioritize service that is thoughtful, supportive, and rooted in genuine relationships

DISCLAIMER

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the current job or to require that other or different tasks be performed when circumstances change, (e.g. emergencies, changes in personnel, workload, rush jobs or technical developments).

EQUAL EMPLOYMENT OPPORTUNITY

Caesars Entertainment is an Equal Opportunity Employer. Caesars Entertainment will not discriminate against any employee or applicant based upon a person's race, color, creed, religion, national origin, sex, marital status, disability, status with regard to public assistance, age, sexual or affectional orientation, gender identity, familial status, ancestry, local human rights commission activity, citizenship, genetic information, protected veteran or military status, or any other protected class.