

## **Experience Columbus Job Description**

**Title:** Marketing Assistant  
**Reports to:** Vice President, Marketing

### **Summary:**

Reporting directly to the VP, Marketing, this position provides administrative support and data entry for the marketing department of Experience Columbus.

### **Major Responsibilities:**

1. Provide support to the VP, Marketing:
  - Coordinate meetings with community members by collecting availability, confirming location, and issuing invitation; assemble meeting packets, set up room, and record minutes if necessary; validate parking; reset room post-meeting
  - Collect, compile, and generate monthly marketing board report
  - Proof and edit materials as requested
  - Provide support for staff traveling or out of the office by responding to requests or finding solutions to situations that need immediate attention
  - Respond to all phone calls and emails on a timely basis
  - Carry out day-to-day administrative tasks
  - Make and archive travel arrangements
2. Support Director, Interactive Marketing:
  - Provide data entry for calendar of events
  - Track and log member inclusion for marketing campaigns in CRM database
  - Create and update member and non-member listings in CRM
  - Work with IT department to streamline database processes
  - Import events from various databases
  - Tag events for homepage exposure
  - Approve photos uploaded by members; find and add photos to website event listings
  - Provide selections of Columbus events for featured placement in Arts in Ohio assets
  - Enter major Columbus events on discoverohio.com, as needed
3. Support Marketing Director:
  - Produce and edit member listings for publications (Visitor Guides and Tour Planner Guide)
  - Assist with preparation of sales presentations and marketing materials
  - Support trade show planning and execution
  - Monitor convention/trade advertising material deadlines
4. Support Director, Communications:
  - Maintain updated content in the employee Intranet
  - Assist with digital asset manager platform: photo and video requests, maintaining files and publishing links

- Check and update contacts in Communications Center on a quarterly basis

**Other Responsibilities:**

- Provide coverage during breaks, lunch, and full staff meetings for the Visitor Information Specialist (on a rotating schedule)
- Attend Experience Columbus and member functions as requested
- Maintain and organize marketing storage area

**Education and Experience:**

- A 4-year degree from an accredited college or university is preferred. Three (3) years of previous administrative assistant experience preferred.
- The organization requires all employees to obtain and maintain their Certified Tourism Ambassador™ (CTA) designation.

**Competencies and Skills:**

- The ideal candidate will have superior interpersonal, organizational and time management skills, with the ability to prioritize duties
- Keen attention to detail
- Ability to successfully multi-task with detail orientated information and coordinate information from multiple sources
- Strong written and verbal communication skills
- Possess a positive, pleasant, professional attitude
- Ability to work independently and to be a team player, pitching in where needed
- Proficient in Microsoft Office
- Adept problem-solving skills

**Updated: 12/15/16**