

JOB DESCRIPTION

SALES & MARKETING ASSISTANT



Facility Name:	Ames Center
----------------	-------------

JOB INFORMATION

Job Title:	Sales & Marketing Assistant	Department:	Sales & Marketing
Reports To:	Sales & Marketing Manager	FLSA Status:	Exempt Non Exempt <input type="checkbox"/>
Prepared By:	Sales & Marketing Manager	Date Prepared:	May 2019
Approved By:	Executive Director	Approved Date:	

SUMMARY

This position requires a graphic design, marketing or communications background, must be comfortable with social media, and experienced with arts and entertainment. This is a part-time position.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following.

- Assist with daily marketing tasks as assigned by Sales & Marketing Manager.
- Update social media platforms and develop social media strategy.
- Design and create artwork for building purposes.

OTHER DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Customer Focus: Is dedicated to meeting and/or exceeding the expectations and requirements of internal and external customers.
- Integrity and Trust: Is widely trusted and is seen as a truthful individual who keeps confidences, admits mistakes, doesn't misrepresent themselves and is highly respectful of others.
- Communication: Consistently exhibits courteous, respectful, non-defensive and appropriate communications and presents information in a concise and understandable format.
- Teamwork: Works cooperatively with others in the accomplishment of joint tasks and common objectives. Contributes to a positive work environment, fosters collaboration and provides a tangible contribution.
- Scan articles, press clippings and advertisements from local and regional news media.
- Assist with general updates to the facility website.
- Update area event calendars with new show information.
- Assist with grass roots and street team marketing initiatives.
- Assist with general office duties.
- Assist with media buys.
- Create and email press releases announcing upcoming performances.
- Create and maintain databases and spreadsheet files.
- Provide art as needed for media buys, season guides & playbills, lobby posters, building signage, TV slides, billboards, enter-to-win contests and more.

JOB DESCRIPTION

SALES & MARKETING ASSISTANT



SUPERVISORY RESPONSIBILITIES: None

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty and responsibility satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must work with guests, patrons, and other employees in a courteous manner.
- Ability to follow directions independently.
- Prefer experience in the arts & entertainment industry
- Detail oriented.

EDUCATION and/or EXPERIENCE

- Four-year degree in graphic design/marketing/communications or related field
- Demonstrated knowledge of event center practices including ability to follow instructions.
- Knowledge of MS Office Suite, graphic design software, website software and administration programs.

CERTIFICATES, LICENSES, REGISTRATIONS

Applicant must possess current, valid driver's license and a current working telephone with a number that can be accessed by building management personnel for business contact purposes.

LANGUAGE SKILLS

- Ability to read, analyzes, and interprets general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- Ability to speak and understand English.

MATHEMATICAL SKILLS

- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.
- Ability to add, subtract, multiple and divide in all units of measure, using whole numbers, common fractions and decimals.

COGNITIVE SKILLS (includes but not limited to following)

- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form;
- Ability to remember previously learned material such as specifics, criteria, techniques, principles, and procedures;
- Ability to grasp and interpret the meaning of material;
- Ability to use learned material in new and concrete situations;
- Ability to break down material into its component parts so that its organizational structure can be understood;
- Ability to recognize casual relationships, discriminate between behavior mechanisms, and identify elements that are relevant to the validation of a judgment;
- Ability to put parts together to form a new whole or proposed set of operations;
- Ability to relate ideas and formulate hypotheses;
- Ability to judge the value of material for a given purpose on the basis of consistency, logical accuracy, and comparison to standards;
- Ability to appraise judgments involved in the selection of a course of action;

JOB DESCRIPTION

SALES & MARKETING ASSISTANT



- Ability to identify choices and potential outcomes, determine importance of outcomes, combine information to prioritize options and make decision based on best and most important choice.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to perform the following physical activities: stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, grasping, feeling, talking, hearing, and repetitive motions.
- Ability to manipulate necessary office equipment, computer software and peripherals.
- Must be able to work flexible hours including evenings, weekends and holidays. Presence at and working events as required is an essential part of this position.
- Must be willing to travel, including overnight.
- Work is classified as light with the requirements of exerting up to 20 lbs. of force occasionally, and/or up to 10 lbs. of force frequently and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for light work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Normally performs duties in a well-ventilated, well-lighted and temperature-controlled office environment.
- Noise level is normally minimal.

CONCLUSION

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. This is not an all-inclusive list of responsibilities, duties, and skills required of personnel so classified. Further, this job description is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of any employee under his/her supervision. I understand that employment is at the will of the employer and either the employer or the employee may terminate the employment with or without cause at any time.

I have read and understand this Job Description and confirm that I meet the minimum requirements and can perform the essential duties and responsibilities as listed herein.

Employee Signature:		Date:	
------------------------	--	-------	--