

Marketing Assistant – Temporary (Possibly Temp to hire into the Marketing Coordinator position)

Classification: [exempt]

Reports to

Executive Director and Medical Director

Date

04.28.2014

JOB DESCRIPTION

Summary

Under the direct supervision of the Executive Director this position provides administrative support for the small organization of 5 people. In addition to typing and scheduling, performs duties such as financial record keeping; computer record updates in a Customer Relationship Management (CRM) program; coordination of meetings, travel, and conferences; answering phone calls; responding to emails and sorting email communication; creating high-quality email responses; obtaining supplies; preparing email marketing campaigns; preparing for webinars, taking meeting minutes; and working on special projects: both project management and marketing related projects. Also, answers non-routine correspondence and assembles information. Deals with a diverse group of important external callers and email correspondence that is sensitive and confidential. Independent judgment is required to plan, prioritize and organize diversified workload. Recommendations for changes in office practices or procedures are welcomed.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Schedules and organizes complex activities such as training events, meetings, travel, conferences and activities for all senior members of the organization.
2. Performs desktop publishing: PowerPoint, Word, and Publisher. Creates and develops visual presentations (PowerPoint) and flyers; printing to PDF as needed,
3. Maintains and updates a customer relationship management system (CRM) Retrieves information when needed.
4. Manages and updates a Microsoft Excel spreadsheet; importing, and exporting as needed.
5. Establishes, develops, maintains and updates library of publicity clips.
6. Organizes and prioritizes large volumes of information and calls.
7. Sorts and distributes e-mail. Drafts detail-oriented written responses or replies by phone or e-mail when necessary. Responds to regularly occurring requests for information.
8. Answers phones. Takes messages or fields/answers all routine and non-routine questions.

9. Acts as a liaison with other departments and outside agencies, including high-level staff such as CEOs, presidents, senior vice presidents and chiefs. Handles confidential and non-routine information.
10. Works independently and within a team on special nonrecurring and ongoing projects. Acts as project manager for special projects, which may include: planning and coordinating multiple presentations, disseminating information, coordinating meeting handouts, creating brochures, and implementing new data tracking systems.
11. Creates and designs general correspondences, agendas, charts, tables, graphs, etc. Proofreads copy for spelling, grammar and layout, making appropriate changes. Responsible for accuracy and clarity of final copy.
12. Assists with creating email newsletters in Constant Contact and managing events in Eventbrite.
13. Assists with scheduling webinars and setting up presentations in the webinar system.
14. Supports in maintenance of the finances. Activities include: sending requests for invoices, monitoring invoices for payment with Office Manager, handling payable travel reimbursement, documenting corporate credit card expenses, tracking income and outstanding accounts receivable.
15. Serves in a technology troubleshooting role for customers.
16. **Other Duties as assigned**
Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Competencies

1. Technical Capacity: Excellent Microsoft office PC skills (Word, Excel, PowerPoint, and Publisher) at an intermediate level: must know basic keyboard shortcuts (e.g. Control+C). Must be excellent with Internet searches and proactive in quickly learning new technology. Experience with minor updates in WordPress websites a major plus!
2. Personal Effectiveness/Credibility.
3. Thoroughness and attention to detail.
4. Collaboration Skills.
5. Marketing savvy: understanding target markets, call to actions, creating friendly yet moving copy.
5. Communication Proficiency.
6. Flexibility: comfortable in an environment that is growing and improving its systems.

Supervisory Responsibility

This position has no supervisory responsibilities.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, copiers, printers, scanners, filing cabinets and fax machines.

Physical Demands

This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

Position Type and Expected Hours of Work

This is a full-time position. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m.

Travel

No travel is expected for this position.

Minimum Education and Experience

1. Associate's degree; (prefer Bachelor's Degree)
2. Minimum of two years of related experience.