

# Job Description

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Job Title: **Marketing Assistant**

Hourly wage range: **E**

Status: Part-time Non-exempt position estimated to require less than 20 hours per week – Year-round  
Reports to: CEO

## **Primary Job Functions:**

Coordinate, promote, and participate in, follow-up and follow-through on a variety of marketing related activities as directed by the CEO.

## **Job Requirements:**

- Must be at least age 18 years old and have a strong interest in marketing related functions.
- Must have experience with maintaining company web site information.
- Available to work weekends when necessitated by various marketing events

## **Essential Duties:**

1. Promote the campground activities schedule by updating LAN Garden Page, company web site, printed newsletter, and approved marketing flyers.
2. Participate in marketing related activities that occur at and away from the campground.
3. Must be present at all scheduled camper shows and other marketing activities as determined by the CEO.
4. Follow directions and instructions provided by CEO.

## **Other Duties:**

1. Monitoring and assess internet customer reviews of the GWA campground. Working with the CEO, develop positive, timely and appropriate response and feed-back to any negative reviews that may be posted on the internet. Use Facebook, Twitter, and email to address customer concerns and negative feed-back.
2. Provide a friendly greeting to booth visitors at camping shows and events.
3. Prepare event contest entry slips for booth visitors to track and build a prospective camper database.
4. Maintain prospective camper database created from camper shows, calls, walk-ins and company email messages sent by current and prospective campers.
5. Coordinate with CEO on email marketing campaigns.
6. Coordinate with the CEO dates and times, budget, materials, additional staff and equipment to have a high quality marketing event.
7. Promote the various marketing events by updating company web site and producing approved printed marketing flyers.
8. Provide coordination and support to anyone who is assisting with a marketing activity or event.
9. Provide the CEO with contracts, names and phone numbers of persons or organizations running and/or organizing marketing events.
10. Inform the CEO when there is a need for additional assistance from co-workers and/or volunteer campers.
11. Establish and maintain effective working relationships with co-workers, management and the camping public.
12. Monitor, check, refill and respond to suggestion box as directed by the CEO.
13. Attend training and develop relevant knowledge and skills as requested by the CEO.
14. Be discreet and retain information about park business and our guests as confidential. Disclosure is to only those employees or specific individuals with a legitimate need to know.
15. Notify the CEO immediately of any incidences or circumstances that could be potentially harmful to the campground.

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## **Job Skills Needed:**

COMMUNICATION SKILLS - This position requires an individual who can read, speak and communicate effectively in English. The ability to effectively communicate through written documents, on web sites and in oral presentations is critical.

MATHEMATICAL SKILLS -This position will require using minimal mathematical skills.

COMPUTER SKILLS: This position will require significant computer user skills to do research on the Web, and interact through Facebook and Twitter accounts. This position requires excellent abilities and experience with the Microsoft office tools (Word, Excel and Power Point).

INDEPENDENT JUDGEMENT: This position will require a moderate level of independent judgment.

CRITICAL THINKING SKILLS: This position requires an individual who is competent in analyzing a situation quickly and addressing important issues as they arise. This person must perform their responsibilities in a manner that reflects a positive image of the Greenwood Acres campground.

PROFESSIONALISM: Individuals need to always respond with appropriate etiquette, politeness and professional demeanor when dealing with the camping public and the internet audience.

KNOWLEDGE: This position requires experience in marketing or advertising or public relations. Customer service skills and experience in dealing with the public in both face-to-face and in writing is necessary.

Education Requirements: High school graduate, a GED or documented educational equivalent is required. Some college or vocational training in marketing, sales advertising or public relations is highly desirable.

## **Physical Requirements:**

Operating Equipment- Individuals may be asked to operate office machines and equipment.

Running/Walking/Standing/Sitting – Walking will be required. Standing on hard surfaces and some sitting will be involved with performing the job requirements.

Hearing – No specific unique requirements have been identified.

Stooping or bending- The job may require stooping or bending to set-up and tear down marketing displays.

Lifting- May be necessary to move and manage equipment for marketing displays at shows and events.