

# 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 in how to maintain company web site and social media+.
- Available to work weekends when necessitated by various marketing events.

## **Essential Duties:**

1. Promote the campground activities schedule on the company web site, printed newsletter, and social media 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. Provide a friendly greeting to booth visitors at camping shows and events.
2. Prepare event contest entry slips for booth visitors to track and build a prospective camper database.
3. Maintain prospective camper database created from camper shows, calls, walk-ins and company email messages sent by current and prospective campers.
4. Coordinate with CEO on email marketing campaigns.
5. Coordinate with the CEO dates and times, budget, materials, additional staff and equipment to have a high quality marketing event.
6. Promote the various marketing events by updating company web site and producing approved printed marketing flyers.
7. Provide coordination and support to anyone who is assisting with a marketing activity or event.
8. Provide the CEO with contracts, names and phone numbers of persons or organizations running and/or organizing marketing events.
9. Inform the CEO when there is a need for additional assistance from co-workers and/or volunteer campers.
10. Establish and maintain effective working relationships with co-workers, management, coordinators and the camping public.
11. Inform the CEO of malfunctioning equipment.
12. Attend training and develop relevant knowledge and skills as requested by the CEO.
13. 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.
14. Notify the CEO immediately of any incidences or circumstances that could be potentially harmful to the campground.

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## 15. **Job Skills Needed:**

**COMMUNICATION SKILLS** - This individual must be able to read and speak English. Must have the ability to effectively communicate through written documents.

**MATHEMATICAL SKILLS** This position will require using some mathematical skills.

**MACHINE SKILLS:** No machine skills are need for this position.

**INDEPENDENT JUDGEMENT:** This position may require some independent judgment.

**CRITICAL THINKING SKILLS:** Individuals must be competent in analyzing a situation quickly and addressing important issues as they arise. They must perform their responsibilities in a manner that keeps safety first.

**PROFESSIONALISM:** Individuals need to always respond with appropriate etiquette, politeness and professional demeanor when dealing with the camping public in person and on social media.

**KNOWLEDGE:** Individuals needs computer skills, experience with MS Office software, and basic internet browsers used to support office functions and online web sites.

**Education Requirements:** High school graduate, a GED or documented educational equivalent is required. Some college or vocational training is desirable.

## **Physical Requirements:**

**Operating Equipment-** Individuals may be asked to operate media equipment, projector and sound system.

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

**Hearing –** Good hearing is required to hear comments, questions and suggestions.

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

**Lifting-** May be necessary to move and manage display materials, media equipment and brochures.