

## Marketing Assistant

### Job Description

#### **Purpose:**

We are looking for a zealous Marketing Assistant to support the Marketing department of our non-profit organization in implementing marketing strategies. Your work will be a critical factor for the smooth operation of the department and the attainment of its goals, as well as for the long term growth of the company. The Marketing Assistant is directly supervised by the Marketing Director.

#### **Responsibilities:**

*Essential Functions and other important responsibilities and duties may include, but are not limited to:*

- Maintains and updates the website and social media accounts
- Oversees the maintenance of audience, donor, and sales databases and mailing lists
- Assists in creating, distributing, and monitoring content and design for promotions (e.g. press releases, websites, eNewsletters, internal use, reader boards, etc)
- Distributes posters, banners, and fliers
- Maintains positive and professional communication with clients and supporters to assist in sponsor, member, and client fulfillment
- Creates and distributes surveys in order to compile and report audience feedback
- Maintains and organizes a clean, safe, secure working environment
- Enthusiastically and professionally participates in the promotion of the theater and its events

#### **Qualifications:**

##### *PREFERRED*

- Administrative assistance education/experience or business education/experience
- Working knowledge of Adobe InDesign and Photoshop
- Experience with Constant Contact and Survey Monkey

##### *REQUIRED:*

- Working knowledge of Microsoft Word, Microsoft Excel, and Microsoft Outlook
- Demonstrable ability to multi-task and adhere to deadlines
- Well-organized with a customer-oriented approach
- Excellent oral and written communication skills
- Ability to take initiative and work independently and collaboratively
- Driver's license and transportation
- High School diploma

#### **Work Schedule:**

- Part-time position, 10 hours per week
- Attendance is occasionally required at meetings and events outside the normal work week hours