



## JOB DESCRIPTION

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**TITLE:** Multimedia Marketing Assistant

**REPORTS TO:** Brand & Marketing Manager

**DEPARTMENT:** Marketing / G & A

**FLSA STATUS:** Non-Exempt (Hourly)

### **JOB SUMMARY**

The Multimedia Marketing Assistant is a key member of the marketing team and will work within the team to optimize brand awareness, resort promotion, and online presence. You will support the marketing team by assisting in website development and maintenance, e-mail marketing creation, promotional material creation and distribution, and public-facing event planning and promotion.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Work closely with the marketing team and other departments to collaborate on resort promotion.
- Assist with weekly newsletter and all other email communication on Mailchimp, including weekly targeted eblasts.
- Assist with copy creation for digital marketing channels (website, social media, email).
- Assist with weekly website updates and improvements on Wordpress.
- Assist with public-facing event planning as needed.
- Assist with vendor acquisition for events.
- Create and/or distribute promotional collateral to local outlets.
- Cut and distribute menus, banquet cards, and other print collateral as needed.
- Work with marketing team to create and brainstorm ads and campaigns.
- Continuously search for areas of improvement and optimization in marketing strategies.
- Work closely with Content Creator on collaborative social media content.
- Work closely with Resort staff on photo/video content
- Create online awareness and growth.
- Create resort content with multimedia applications.
- Multimedia experience including DSLR camera, video, editing, photography and smartphone
- Experience with Canva, Adobe Suite, Premiere Pro Experience, Graphic Design.
- Experience with social media platforms such as You Tube Video, Facebook, Instagram.

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**The resort environment is unique in that we all share some degree of responsibility for each other and our role to collectively promote the resort in the best light possible. You will work consistently with other departments to create the overall brand image and are expected to be a team player who is willing to assist where appropriate and necessary.**

#### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Bachelor's degree in Business, Marketing, Digital Marketing, Communications or related field.
- Minimum of one year experience in a Marketing-related position.
- Strong understanding of content marketing principles and strategies.
- Ability to write clearly and concisely while maintaining an engaging tone.
- Strong editing skills with attention to detail to ensure high quality output.
- Demonstrate efficient problem-solving skills.
- Excellent communication skills both verbally and visually.
- Organization and attention to detail, positive attitude, commitment to exceptional customer services, and ability to work as part of a team.
- Experience in the resort/hospitality industry helpful.
- Working knowledge of Mailchimp, Wordpress, MS Office, and Canva.
- Organizational skills will be required through a digital platform called Trello.
- Eagerness to learn and expand one's skills is key.
- Knowledge of Video editing capabilities.

#### **LICENSURE / CERTIFICATION REQUIREMENTS**

- Valid Driver's License
- Participate in ongoing education and training.

#### **PHYSICAL REQUIREMENTS AND WORKING CONDITIONS**

- Ability to work a flexible schedule, which includes days, evenings, holidays, and weekend assignments.
- In-person (not remote) position.
- Must be able to lift and stack objects up to 30 pounds occasionally and frequently exert 10 to 30 pounds of force to lift, carry, push, and pull or otherwise move objects.
- Walking, sitting, and standing to a significant degree, reaching, handling, climbing stairs, balancing, pushing, kneeling, crouching, twisting/turning, bending at the waist, stooping, talking, hearing, seeing, and smelling.
- Ability to work and handle stress arising from demands in production.
- Exposure at times to inclement weather.
- Will work commonly in a normal office environment, with other time spent in the field at events, tournaments, meetings and other resort happenings.
- May assist on event-day setup and breakdown.

*I understand that the job description is not a comprehensive list of my job duties, and it is up to me, along with my Manager's guidance, to determine the best and most efficient way to accomplish my job duties and responsibilities. I also understand that should my job duties change significantly, which may*

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*occur based on the business needs of Owl's Nest; it is my responsibility to notify the Brand & Marketing Manager so that my job description is updated accordingly. I acknowledge that the job description will be used as the basis for my performance review.*

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Signature

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Printed Name

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Date

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