

*SEE ROCK CITY, INC.*  
**JOB DESCRIPTION**

Title: <b>MARKETING ADMINISTRATIVE ASSISTANT</b>	Team: Marketing
Reports to: Digital Marketing and E-Commerce Manager	Status: Full-Time, Non-Exempt

**Summary**

*As a key member of the Marketing Team, the Marketing Administrative Assistant is responsible for the day-to-day operations of the marketing office, E-commerce service, and processing of invoices. Assists with inside group sales as needed in coordination with the Marketing Coordinator. Under the direction of the Digital Marketing and E-Commerce Manager, the Marketing Administrative Assistant is responsible for performing the following duties:*

**Responsibilities**

- Delivers excellent guest service to internal and external customers in line with the organization's mission, culture, and values.
- Models appropriate guest and partner interaction at all times, displaying the values of the culture of excellence and leading in a manner that serves as an organizational model for the values.
- Codes, approves, routes for approval, and processes all invoices.
- Provides administrative support to the marketing team.
- Serves as a member of the Ticketing Call Center to assist guests with ticket reservations and edits as needed.
- Answers incoming calls to the Marketing Office and other correspondence in a timely and consistent manner.
- Works with Marketing Coordinator to help facilitate group sales functions and serves as the secondary contact for all client and prospect calls for inside group sales.
- Works in tandem with the Marketing Coordinator, keeping communication and shared data and processes current under the direction of the Digital Marketing and E-Commerce Manager.
- Ensures smooth, effective, and efficient operation of the marketing office.
- Assists Director and marketing team with key vendors, media, and other key resources.
- Processes expense reports for the Marketing Office.
- Assists with orders and fulfillment of marketing assets/collateral for brochure leads with key vendor.
- Works with Director, marketing team, Rock City ticket desk and all other See Rock City, Inc. locations to ensure adequate on-property supply of brochures, guide maps, and other standard marketing collateral.
- Proofs ads and other material produced by the marketing team.
- Enters creative services jobs into various systems and spreadsheets for efficient tracking, creative work assignments, and reporting.
- Maintains digital filing system of invoices and correlated contracts to maintain accuracy on budget spreadsheet and cash flow reporting.
- Assists, as needed, onsite at properties across See Rock City, Inc. locations, facilitating guest service and other needs.
- Adheres to organizational processes and procedures, ensuring these are consistently followed at all times.
- Serves as back-up coverage for Social Media when needed.
- Participates in marketing team special projects, as needed.
- Performs other duties as assigned by management.

## **Qualifications**

- Minimum two years related experience required; experience in tourism/hospitality preferred, experience in multi-site and/or multi-brand setting a plus.
- Possesses an outgoing, friendly personality and the desire to provide quality service to internal and external customers.
- Excellent written and verbal communication skills with the ability to convey a conservative and professional image to partners and guests.
- Excellent computer skills with proficiency in Microsoft Office Suite (including Outlook, Word, Excel.) Prior Basecamp or similar project management software experience preferred, but not required.
- Superior attention to detail.
- Ability to effectively present information and respond to questions from a group of managers, guests, or the general public; read and analyze business correspondence; to develop and write reports.
- Ability to multi-task and manage time effectively.
- Must be able to travel occasionally.
- Ability to add, subtract, multiply, and divide. Ability to perform these operations using units of American money.
- Ability to provide a flexible schedule to work nights, weekends, holidays, and special events as needed.
- Required to regularly use hands and fingers. Ability to lift/move up to 25 pounds. Required to walk, stoop, kneel or crouch frequently. Required to walk trail regularly.