

YANKTON CONVENTION AND VISITORS BUREAU

Job Description - CVB Marketing Assistant

(Revised 10.30.2018)

Position: Marketing Assistant
Reports to: Convention and Visitors Bureau Director
Employment Status: Part-time (20 hours per week)

Position Summary

The YCVB Marketing Assistant is responsible for assisting the CVB Director in the implementation of all marketing activities, working closely to coordinate marketing projects and day-to-day tasks, including the development of content for various marketing platforms to include social media, website, email and other marketing tactics, all of which assist in positioning Yankton as a premier destination. This is an entry level marketing position.

Responsibilities

Marketing:

- Assist with the coordination of marketing projects and day-to-day tasks
- Assist in the development, coordination and management of content for the CVB's website through the use of the Content Management System (CMS)
- Proof all content prior to being published or printed
- Perform quality assurance (QA) testing of all websites and digital media
- Maintain brand standards in all written, design, website and social media functions
- Manage files for all multimedia (video, audio, print and other online digital media files)
- Monitor internal and agency deadlines
- Obtain competitive estimates and ensure projects are provided to vendors in the appropriate format and in a timely manner
- Prepare monthly reports and participate in advisory committee meetings
- Assist in the preparation of quarterly board reports and participate in board presentations
- Assist in the preparation of project bids
- Solicit sponsorships and/or advertisers
- Travel to attend out-of-market marketing initiatives, training and conferences as assigned
- Other duties as assigned

Social Media:

- Execute social media marketing strategies and initiatives that align with the overall strategic marketing plan (including but not limited to: Facebook, Twitter, Instagram, Pinterest, YouTube and any pertinent online travel sites and blogs)
- Take photographs and capture audio/video for the CVB's social media and other online and digital platforms
- Edit photographs and audio/video files

Creative Design:

- Design and edit digital and print advertising as well as collateral materials using graphic design and photo editing software to include, but not limited to: Canva, Powtoon, InDesign, Photoshop and Illustrator

Email Marketing

- Work with Digital Media Specialist to develop content for the CVB's monthly industry newsletter and visitor email utilizing Constant Contact and other email platforms
- Monitor, track and report email performance

Minimum Qualifications

- Strong organizational skills
- Ability to work independently
- Ability to handle multiple tasks simultaneously
- Flexible and able to adjust to changing conditions and circumstances
- Ability to work productively in an open office environment
- In-depth knowledge and skill in utilizing computer software programs including: Microsoft Office Word, PowerPoint, Excel, and Outlook, as well as ability to use business specific software programs
- Ability to work well under pressure and adhere to strict deadlines
- Must be able to work flexible hours to adjust schedule to attend evening and weekend events, meetings, and conventions

Education

A minimum of an Associate's Degree in Marketing, Communications or related field is preferred

Experience

Must have completed an internship or have had business experience in the Marketing, Communications or related field. Excellent oral and written communication skills. Must be a self-starter, detail-orientated and have strong time management and brilliant multi-tasking abilities

YANKTON CONVENTION & VISITORS BUREAU

Employment Application



APPLICANT INFORMATION

Last Name					First					M.I.	
Street Address									Apartment/Unit #		
City					State					ZIP	
Phone					E-mail Address						
Date Available					Desired Salary						
Position Applied for											
If no, are you authorized to work in the U.S.?											
				YES <input type="checkbox"/>			NO <input type="checkbox"/>				
Have you ever worked for this company?				YES <input type="checkbox"/>	NO <input type="checkbox"/>		If so, when?				
Have you ever been convicted of a felony?				YES <input type="checkbox"/>	NO <input type="checkbox"/>		If yes, explain				

EDUCATION

High School					Address					
Did you graduate?	YES <input type="checkbox"/>	NO <input type="checkbox"/>		Degree						
College					Address					
Did you graduate?	YES <input type="checkbox"/>	NO <input type="checkbox"/>		Degree						
Other					Address					
Did you graduate?	YES <input type="checkbox"/>	NO <input type="checkbox"/>		Degree						

REFERENCES

Please list three professional references.

Full Name					Relationship		
Company					Phone		
Address							
Full Name					Relationship		
Company					Phone		
Address							
Full Name					Relationship		
Company					Phone		
Address							

PREVIOUS EMPLOYMENT			
Company		Phone	
Address		Supervisor	
Job Title	Starting Salary	\$	Ending Salary \$
Responsibilities			
From	To	Reason for Leaving	
May we contact your previous supervisor for a reference? YES <input type="checkbox"/> NO <input type="checkbox"/>			
Company		Phone	
Address		Supervisor	
Job Title	Starting Salary	\$	Ending Salary \$
Responsibilities			
From	To	Reason for Leaving	
May we contact your previous supervisor for a reference? YES <input type="checkbox"/> NO <input type="checkbox"/>			
Company		Phone	
Address		Supervisor	
Job Title	Starting Salary	\$	Ending Salary \$
Responsibilities			
From	To	Reason for Leaving	
May we contact your previous supervisor for a reference? YES <input type="checkbox"/> NO <input type="checkbox"/>			

MILITARY SERVICE	
Branch	From To
Rank at Discharge	Type of Discharge
If other than honorable, explain	

DISCLAIMER AND SIGNATURE	
I certify that my answers are true and complete to the best of my knowledge.	
If this application leads to employment, I understand that false or misleading information in my application or interview may result in my release.	
Signature	Date