

# **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