



## Marketing & Events Assistant

**Company:** Home Builders Association of the Fox Cities

**Location:** Appleton, WI

Full Time Salaried Position, effective March 2018

**To apply:** Email resume, portfolio\*, cover letter, references and salary requirements to Executive Vice President Heidi Zich, [heidi.zich@hbafoxcities.com](mailto:heidi.zich@hbafoxcities.com); note Marketing & Events Assistant Application in the subject line.

*\*Portfolios must demonstrate depth and breadth of work. Indicate your specific roles and contributions for each project.*

The Marketing & Events Assistant is responsible for assisting HBAFC staff with a range of administrative, graphic design and project management functions related to the general operation of the organization and its various events and community-related endeavors.

### Required Skill Sets and Qualifications

- Professional degree in Graphic Design or Journalism (with Advertising or Visual Journalism emphasis)
- Expertise in Adobe Creative Suite
- Proficiency with Apple products
- Strong understanding of fundamental design principles
- Ability to construct production-ready files for both print and digital mediums
- Competent in Microsoft Office Suite (specifically Word, Excel and Outlook)
- Competent in email communication programs such as Constant Contact, Mail Chimp, etc.
- Exceptional support skills, including the ability to respond to members, internal staff and others in a professional, knowledgeable and friendly manner
- Excellent organizational and administrative skills and the ability to take a proactive, self-directed approach
- Superb interpersonal, verbal and written communication skills with attention to detail
- Ability to prioritize and complete multiple tasks within established deadlines

### Preferred Skill Sets and Qualifications

- Minimum of three years of administrative support experience
- Experience with online database/member management software
- Previous experience working for a not-for-profit, membership-based organization
- Good photography skills

## **Work Environment and Expectations**

- Fun, casual work environment
- Willingness to effectively work in a team-oriented, open-concept office environment
- Appreciate that each day is a different day
- Ability to work with a collaborative, highly committed staff, in a rapidly changing environment
- Desire to stay current in emerging media and technologies
- Ability to work under pressure and with tight deadlines
- Positively represent the Association both in a professional and personal setting
- Desire to be a continuous learner and always be working on personal and professional development
- Ability and willingness to work occasional early mornings and evenings

## **Physical Demands**

- Must have valid driver's license and reliable transportation
- Must be able to lift a minimum of 40 pounds and do some physical labor, including standing at events
- Must be able to move about the office as well as sit for long periods of time
- Use the phone and computer; sometimes for prolonged periods

## **Primary Responsibilities**

- Design and execution, from concept to completion, across print and digital mediums
- Design and production of publications and branding materials using Adobe Creative Suite programs
- Manage HBAFC social media sites (generate social media content schedule; produce posts according to approved schedule)
- Produce weekly member e-newsletter
- Update and maintain hbafoxcities.com
- Assist with processing membership applications, creating membership renewal invoices, updating membership database and creating reports
- Assist with member events such as member mixers, member-to-member morning connections, general membership meetings, clay shoot, golf outing, etc.
- Assist with varying aspects of Parade of Homes event coordination
- Photograph houses using specialized virtual tour technology (new hire to be trained in this technology)
- Represent at off-site meetings and events (before, during and after business hours)
- Open the HBAFC office daily
- Greet members and consumers as first point of contact in the office
- Receive and respond to calls and e-mails from current members, prospective members and the public and provide quality customer service
- Additional duties as assigned by EVP

Home Builders Association of the Fox Cities (HBAFC) is a 501(c)(6) non-profit professional trade organization operating for the benefit of builders and those engaged in allied industries. HBAFC is an equal opportunity employer and provides generous vacation, sick leave and holiday schedule as well as contributes to employee health insurance and retirement accounts.