

Executive Assistant / Marketing Coordinator Job Description

Position Objective: Provide administrative support for the company president. Spearhead marketing strategies for the company.

Essential Functions:

- To provide high level administrative support to company President in an extremely fast paced office environment. Organize and conserve president's time, be proactive in anticipating President's needs, assist in daily planning processes and promote the corporate image by representing the president both internally and externally.
- Communicate, collaborate and cooperate with staff, clients, consultants, vendors in all business interactions.
- Develop and implement TER marketing strategies and initiatives.
- Provide website administration for the company

Primary Responsibilities:

- Complete projects and special assignments in a timely manner by establishing objectives, determining priorities, managing time, and gaining cooperation of others, problem solving and making adjustments to plans.
- Responsible for heavy calendar management requiring interaction with internal staff and external executives and assistants, clients, consultants and vendors.
- Update and maintain file systems, marketing material cataloging and Outlook contact lists.
- Compose and prepare routine correspondence for approval, signature and distribution. Handle confidential materials with utmost discretion, integrity and diplomacy.
- Assist in corporate travel logistics by developing itineraries and agendas; book air and ground transportation, arrange lodging accommodations, meeting/event registrations and meal function reservations.
- Assist in scheduling and preparation of speaking engagements and video/audio conferencing.
- Supports new business development by assisting in the sales presentation and proposal/budgeting process. Write or assist in writing and distributing sales letters/emails for new business opportunities
- Prepare and update sales reports on a weekly basis. Reconcile event budgets and invoicing as needed.
- Provide marketing coordination that includes but is not limited to conducting industry research, website administration, writing and distributing company newsletters, blogs and e-blasts; maintaining promotional materials inventory, administration of client and vendor contact lists, developing client event binders and utilizing them as premier marketing tool.
- Manage video and photography library.
- Create and distribute press releases or other public relations activities
- Track press coverage of activities and events

- Develop and maintain relationships with industry media to further press coverage of the company and our events
- Manage internal public relations - electronic and hard copy binder
- Coordinate client mailings, gifts and outreach
- Coordinate community outreach and philanthropic initiatives
- Manage industry award entries including researching and writing content with freelance creative writer, organizing binders, gathering photos and information and submitting in timely manner.
- Manage social media outlets (Facebook, Twitter, LinkedIn) including daily activity and content
- Collaborate with production team on case study development
- Oversee production of marketing videos, in conjunction with production team, including gathering of all necessary photos, videos, graphics, music, etc.
- Work with outside PR company on writing many of the above marketing efforts; however this individual will need to manage the processes internally, set timelines, and collaborate with internal team to help company improve upon existing marketing and PR efforts
- Improve industry understanding by attending industry tradeshow and events, participating in educational opportunities, reading professional publications, maintaining personal and professional networks and participating in professional industry organizations

Secondary Responsibilities:

- Procurement of office and event supplies as needed.
- Assist with on-site staffing as needed in the management and production of projects.
- Participate in creative and “brain storming” sessions with staff
- Proactively communicate observations that will improve the efficiencies and success of the company.
- Answer phones, take messages and provide information and quality customer assistance.
- Assists in special projects on an as needed basis with other staff members.

Other Skills, Knowledge, and Abilities Required:

- Outstanding communication skills, both written and verbal
- Professional business presence and acumen
- Self-starter, high level of initiative, proven proactive thinker
- Commitment to customer service (internal and external)
- Extensive comprehension of standard office administrative practices and procedures
- Highly detail oriented with superb organizational skills
- Strong ability to multi-task with results-oriented mindset
- Calm individual who can operate under pressure, deadlines, and demands of busy office
- High level of proficiency in Microsoft Office Suite applications including Word, Excel, PowerPoint and Outlook. Preferably on both Windows and Mac platforms, if possible
- Basic knowledge in graphic arts software (Adobe, Wordpress) and HTML for website applications or willingness to learn
- 2-5 years of experience in administrative role