



## Marketing Assistant

*The Nature Place Conference Center*

Reports to: *Marketing Manager*

Position Purpose/Major Function of the Position:

The Marketing Assistant is part of the year round leadership team. The position is a year-round, professional position with on site living requirements. The Marketing Assistant will focus on specific projects to further develop and implement marketing strategies laid forth by the Marketing Manager that further growth within the program, improve client satisfaction, and generate revenue.

Essential Job Functions:

Marketing Responsibilities:

- Assist with marketing strategy and development
- Work with marketing director to determine focused projects in areas such as pricing structure
- Be (a) content contributor on social media feeds and organizational blog feeds
- Help manage, monitor, and continue develop TNP website
- Coordinate the capturing photography and videography showcasing TNP programs and facilities
- Data Analytics: Analyze Google Analytics, Online Search Trends & Understand How Digital Marketing Contributes to Revenue

Programmatic Responsibilities:

- Provide facilitation as needed for programs based on client's goals and outcomes.
- Obtain useful certifications and trainings
- Collaborate with the Program director to develop and market new programs

Other Job Duties:

- Assist with the front desk closing duties when need
- Help with all COEC events, community-wide emergencies, initiatives or work projects as they arise. Including things like work project days, shoveling snow and engaging in reunions.

Qualifications: (Minimum Qualifications, Education and Experience)

- Bachelor's degree in Business Administration or related field
- Minimum 1 year of Customer Service, Sales, General Business Acumen to be considered as a substitute in place of education requirements.
- Willingness to gain facilitation experience and other related outdoor certifications

Knowledge, Skills, and Abilities:

- Excellent written and verbal communication skills
- Thorough understanding of marketing strategies and practices.
- Excellent interpersonal and customer service skills.
- General appreciation for the outdoors and natural environment
- Strategizing, Creating, Developing, Implementing, and Managing a Marketing Campaign

Physical & Mental Requirements of the Position:

- Sit and work at a computer for extended periods of time
- Flexible work schedule - Be available occasional nights and weekends during peak operating season June-October
- A background check will be conducted
- Residential requirement component, onsite housing provided
- Valid driver's license and acceptable driving record
- Ability to lift 50 lbs

This position includes the above list of tasks and responsibilities but is not limited to this list.

\*\*Please email your cover letter and resume to [martie@thenatureplace.net](mailto:martie@thenatureplace.net)