

WICT Rocky Mountain Marketing Administrator Duties and Responsibilities



Job Brief:

We are looking for a zealous Marketing Assistant to support the WICT Rocky Mountain Marcom team, our organization and its mission. Our Marketing Assistant should be passionate about Brand, Brand compliance, Marketing Communications excellence and our mission to prioritize member recruitment AND member experience (value).

This is a volunteer position.

Expected weekly commitment: 2+ hours per week. May be more prior to signature events.

General:

- Undertaking sometimes daily administrative tasks to ensure functionality and coordination of Marcom team activities
- Support Marcom team in organizing various projects, including signature events, other events and programs.

Job Duties:

This work will be a critical factor for the smooth operation of the Marcom team and the attainment of its goals, as well as for the long-term growth of the organization.

Responsibilities:

- Undertake sometimes daily administrative tasks to ensure the functionality and coordination of the team's activities
- Support Marcom team and the Board in organizing various projects
- Support member, participant and attendee marketing research for the evaluation of our programs and events in order to gauge value and experience. This may include helping to set up surveys and questionnaires in our email platform -Constant Contact
- Support marketing analytics to gather important data (social media, web analytics, surveys, etc.)
- Update spreadsheets, databases and inventories with statistical, financial and non-financial information (CRM, Marketing Swag Inventory, Monthly expense tracking)
- Assist in the organizing of events (signature, meetups, webinars, etc.) and attend as many as feasible to facilitate their success

- Support the preparation of presentations
- Learn and support Marcom platforms (as a team back up) such as the website (WordPress), social media accounts (Hootsuite), and marketing automation platform (Constant Contact).
- Help manage (stay on top of) Marcom Gmail account and the organization of the Marcom folder on Google Docs.
- Support the creation of marketing literature (brochures, press releases etc.) to augment the organization's presence in the region and industry.
- Communicate directly with members and Board members and encourage trusting relationships
- Interact with Marketing/Ad agency.
- Attend Marcom meetings and take meeting minutes.
- When possible, attend the quarterly Board meetings.

Marketing Administrator Skills

The Marketing Administrator should be a creative individual with fantastic interpersonal skills. He or she must be reliable and enjoy challenging and sometimes fast-paced work. Being extremely motivated and having strong leadership skills is also important.

Core skills:

- Market research practices and techniques
- Experience analyzing data
- Proficiency with programs, such as Microsoft Word, Excel and PowerPoint
- Budget and cost analysis experience
- Knowledge of social media platforms
- Graphic design experience
- Experience with customer relationship management software (CRM).
- Agency management

Email wict.rm.marcom@gmail.com with your interest in learning more!