



Marketing Assistant (Part-time, No benefits)
Griffin-Spalding Business & Tourism Association
\$15/hour (average 20 hours per week)

JOB SUMMARY

This position is responsible for assisting the Executive Director of the GSBTA with the day-to-day functions of running the program.

MAJOR DUTIES

- Assist in the promotion of business, tourism, trade, and conventions for the City of Griffin and Spalding County
- Assist in the development of tourism related products.
- Assist in the gathering, creation and monitoring of website content and social media platforms such as, Facebook, Twitter, Instagram and other platforms as needed.
- Research, local, state and national media buy opportunities.
- Leverage existing media relations and cultivate new contacts within business and industry media.
- Assist with the managing of media inquiries.
- Cultivate media's interest in covering new programs, sports related activities, and events
- Work closely with Griffin/Spalding Chamber of Commerce tourism committee, City of Griffin's Citizen's Engagement Specialist, UGA Archway Professional and other tourism partners.
- Maintain database of travel writers, editors and related media.
- Direct all-digital, website and social media efforts through internal resources, marketing partners and outside consultants.
- Monitor, analyze and communicate media analytics on a monthly basis.
- Assist in event planning, coordinating and implementation.
- Ensure that ExploreGeorgia.net content is updated regularly.
- Assist if fostering positive visitor experience.
- Establish positive relationships with local hoteliers and tourism partners
- Ensure proper storage of documents.
- Assist in the creation of marketing material.
- Performs other related duties.

KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of economic development best practices.
- Knowledge of industry trends, growth patterns and market projections.
- Knowledge of economic and community development principles.
- Skill in cultivating professional relationships with a variety of stakeholders.
- Skill in the development and implementation of collaborative economic development strategies.
- Skill in problem solving.
- Skill in operating computers and job-related software programs.
- Skill in interpersonal relations.
- Skill in oral and written communication.

SUPERVISORY CONTROLS

The Executive Director assigns work in terms of very general instructions. The supervisor spot-checks completed work for compliance with procedures and the nature and propriety of the final results.

GUIDELINES

Guidelines include the GSBTA Handbook, the GSBTA program Assessment Tool, and the GSBTA Policies and Procedures Manual.

COMPLEXITY/SCOPE OF WORK

- The work consists of varied program duties. The need to coordinate activities with various stakeholders contributes to the complexity of the position.
- The purpose of this position is to assist with GSBTA program functions. Success in this position contributes to the success of downtown businesses and to the positive development of the area.

CONTACTS

- Contacts are typically with co-workers, other city employees, property owners, representatives of civic groups, church leaders, elected and appointed officials, Chamber of Commerce representatives, and members of the general public.
- Contacts are typically to provide services, to give or exchange information, to resolve problems, or to motivate or influence persons.

PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed while sitting at a desk or table or while intermittently sitting, standing, stooping, walking, bending or crouching. The employee frequently lifts light and occasionally heavy objects, climbs ladders, uses tools or equipment requiring a high degree of dexterity, distinguishes between shades of color, and utilizes the sense of smell.
- The work is typically performed in an office and outdoors, occasionally in cold or inclement weather.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

None.

MINIMUM QUALIFICATIONS

- High School diploma or GED. Some college preferred.
- Sufficient experience to understand the basic principles relevant to the major duties of the position and having had a similar position for one to two years.