

## MARKETING ASSISTANT



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Reports to: Marketing Manager  
Department: Marketing  
Date Approved: January 31, 2012

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### **JOB SUMMARY:** (What is done and why.)

Provides administrative support to the Marketing Department and Vermont Energy Investment Corporation and its contract(s) to promote energy efficiency. Tasks include database maintenance, mailing preparation and oversight, print sourcing, production management, job tracking and support for digital marketing.

### **ESSENTIAL FUNCTIONS:** (Majority of duties, but not meant to be all-inclusive nor prevent other duties from being assigned as necessary.)

1. Provides administrative and logistical support and aids with the coordination of staff and subcontractor activities.
2. Establishes and maintains marketing's department processes and systems including but not limited to reviews, approvals, job tracking, budget tracking and reconciliation, production management, archiving, filing, invoices, etc.
3. Performs data entry, performs data corrections, and assists in preparation of data queries and reports as needed. Assists in the updating and management of the marketing tracking database.
4. Provides support to the digital team by uploading ads, tracking performance of ads and sites, analyzing performance data and reporting on performance.
5. Provides support on market research initiatives.
6. Assists with proposal preparation and management of resumes and biographies.
7. Maintains schedules, deadlines and appointments for the marketing department.
8. Supports the marketing director and marketing managers, as needed.
9. Provides, as needed, general office administrative assistance, including answering phones, filing, copying, data entry, coordinating special mailings, etc.

### **KNOWLEDGE AND EXPERIENCE:** (Minimum education, experience, technical and communication skill levels and licenses/certificates normally required to perform the duties of this position.)

1. Strong personal commitment to the mission, vision, goals and values of VEIC.
2. Associates degree and two years administrative assistant & marketing experience or a combination of education and experience from which comparable knowledge and skills were acquired.
3. Self-starter with strong attention to detail
4. Computer skills including proficiency with word processing, spreadsheet and database software including extensive Windows and Microsoft Office applications experience essential.
5. Experience with digital tracking and reporting.
6. Production and traffic management experience preferred.

7. Excellent written and oral communication skills essential.
8. Ability to work within a team environment, supporting the needs of internal clients, in-house design staff, media, marketing consultants and vendors in a timely manner.
9. Proven organizational and problem-solving skills; the ability to meet deadlines on a variety of projects simultaneously.

**WORKING CONDITIONS:** (Typical working conditions associated with this type of work and environmental hazards, if any, that may be encountered in performing the duties of this position.)

**Internal-** Work is normally performed in climate controlled office environment, where exposure to conditions of extreme heat/cold, poor ventilation, fumes and gases is very limited. Noise level is moderate and includes sounds of normal office equipment (computers, telephones, etc.). No known environmental hazards are encountered in normal performance of job duties.

**External-** Normal functions do not routinely require travel. Travel to special events and/or off site meetings required periodically.

**PHYSICAL DEMANDS:** (The physical effort generally associated with this position.)

Work involves standing and walking for brief periods of time, but most duties are performed from a seated position. There is potential for eye strain from reading detailed materials and computer screen. Deadlines, workloads during peak periods and changing priorities may cause increased stress levels. Work may include occasional pushing, pulling, or carrying objects weighing up to 40 pounds such as files, documents, and computer printouts. Work normally requires finger dexterity and eye-hand coordination to operate computer keyboards at a moderate skill level. Repetitive motion injuries may occur. Company will provide adaptive devices as needed.