



POSITION: Sales and marketing assistant
Reports to: Executive director/CEO
Classification: Full-time salaried exempt

BACKGROUND:

Glacier Country Regional Tourism Commission, a nonprofit organization, receives a majority of its funding from the statewide four percent "bed tax." Glacier Country Tourism (GCT) is dedicated to a balanced partnership among eight Western Montana counties (Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli, and Sanders), Glacier National Park, and other entities.

Mission statement: Dedicated to promoting tourism in Western Montana.

Vision statement: Be the leading force effectively marketing the region and educating the public regarding the power of tourism while encouraging respect for our outstanding natural environment and quality of life.

Values statement: We will passionately pursue our mission with honesty, integrity, equality and respect.

- + Honesty: Operate fairly and with transparency to earn the trust of public and private partners, members and the travel and tourism industry at large.
- + Integrity: Exercise sound judgment and leadership benefiting residents and visitors to Western Montana.
- + Equality and respect: Celebrate and honor the diversity of Glacier Country's communities, cultures and natural beauty to foster a united sense of place.

POSITION DESCRIPTION:

This position is responsible for providing administrative assistance for all sales, marketing and communication activities to promote the overall mission, vision and values of Glacier Country Tourism. This position is responsible for supporting development, implementation, fulfillment and reporting of organization's marketing, public relations and tourism sales responsibilities of projects and programs and maintaining strong relationships with organization, region and industry partners. Work requires positive and upbeat attitude, discretion, judgment and ability to work independently and manage multiple projects simultaneously. The position reports to the executive director/CEO and works closely with the staff, board of directors, agency and industry partners.

The sales and marketing assistant position is a full-time exempt position that will work primarily within the Glacier Country region. Attendance may be required at all Glacier Country Tourism board of director meetings and other appropriate meetings as determined by the executive director/CEO. Ability to travel across Montana is required.

PRIMARY ROLES AND RESPONSIBILITIES:

The sales and marketing assistant knows every aspect of a company's workflow and production processes and can be trusted to keep things moving under pressure and on tight deadlines. It demands organization, attention to detail, adaptability and sometimes a diplomatic touch. This position directs the work flow with internal marketing personnel and with external resources and understand how all the pieces come together to ensure that deliverables for multiple projects are completed on time.

Scheduling and coordination:

- + Manage project scheduling and coordination to ensure production progresses efficiently through its different stages and is completed on time (concept, design, video, broadcast, web, social media).
- + Provide key dates for creative team/members working on all mediums, internal and client reviews, and approved work.

Project management:

- + Manage and control workflow of projects through our internal project management software and systems.

Teamwork:

- + Assist in creative/design requests within internal departments and agency(s).
- + Assist in planning and implementing marketing activities in coordination with staff, board of directors, agency(s) and partners.
- + Work well and cooperatively with all other team members.



Content development:

- + Writing, proofing and posting succinct, fact-filled content in an engaging, active tone with Glacier Country brand and style.
- + Familiar with blog and newsletter style writing.
- + Have strong understanding of content development regarding graphic design and layout.

Marketing support:

- + Assist in all efforts related to developing and/or maintaining and improving relations with all partners, members and businesses in and around the region.
- + Assist in gathering, tracking, filing and writing completion reports about the effectiveness of each project and program.
- + Assist with content research and gathering for all marketing efforts.
- + Write, edit, proof and revise information and editorial content for publications, newsletters, blogs and website as directed.
- + Prepare monthly marketing activity reports.
- + Maintain accurate records and history of activity through electronic project files for sales and marketing efforts.
- + Periodic development of program related email lists and eblast development (meeting announcements or messages) for GCT marketing programs and meetings.
- + Support all production phases of travel guide including partner listings and editorial and graphic design proofing and editing needed.
- + Assist with:
 - Preparing occasional presentation materials, including charts, PowerPoint presentations and preparing and proofing reports as needed.
 - Monitoring accuracy of information on website.
 - Expense reports and other accounting functions including receipts and expense vouchers.
 - Digital influencer outreach, research and vetting of influencers, verification of content and deliverables from the creator.
 - Cultivating long-term relationships with key influencers and content creators.
 - Implementing marketing, PR and sales plan initiatives.
 - Brainstorming strategic and impactful angles, initiatives and activities.
 - Developing professionally prepared marketing, travel media and tourism sales materials.
 - Developing targeted media and sales lists.
 - Research assignments.
 - Planning media trips and familiarization (FAM) tours as needed.
 - Press kit material maintenance and updates to ensure accuracy and timeliness of information.
 - Response to media inquiries and editorial requests.
 - Monitoring static image and b-roll requests and fulfilment.
 - Needs and preparation for trade shows, outreach events and workshops.
 - Hosting press trips and FAM tours including itinerary support, gift bag preparation and delivery, etc.
 - Trade show coordination including communications, travel, shipping, gifts, materials, etc.
 - Content management for international consumer and travel trade audiences.
 - Writing and editing content when needed.
 - Updates to program guidelines as needed for all community marketing programs.
 - Coordination of site visits, photo shoots, media relations efforts plus travel and event arrangements.
- + Maintain reports and schedules of projects, activities and marketing campaigns.
- + Maintain marketing, PR and sales projects in project management system (Asana).
- + Manage, file and properly organize media clippings, mailers, advertisements and other marketing materials for reports.
- + Update spreadsheets and databases related to partnership, sales and media CRM and earned media reports.
- + Administer the CRM database (Simpleview); enter data about member amenity details, member information, create and provide various reports from CRM software system; responsible for learning new software and offering support to partners and staff.
- + Manage, record and update digital assets in digital asset management system (Barberstock). Oversee processing of tracking digital assets, cataloging, key word tagging, key word guide, photo rights, etc.
- + Other duties as assigned by executive director/CEO.



SKILLS, ABILITIES AND KNOWLEDGE:

Required:

- + Bachelor's degree in business, sales, marketing, communication, journalism, PR or like field.
- + Prior experience with marketing, PR and/or sales through an internship or similar work experience.
- + Self-motivated and able to work independently, prioritize and complete tasks under deadline with minimal supervision.
- + Excellent initiative, leadership skills, communication skills, problem-solving skills, excellent customer service and time management skills. Effective project management: ownership and accountability of projects from start to finish with excellent communication and problem-solving skills.
- + Good understanding of office management and marketing principles.
- + Knowledge and experience with public relations, communications, sales, marketing and social media.
- + Support-oriented work style with exceptional attention to detail and accuracy.
- + Ability to multitask requests from multiple administrators.
- + Ability to anticipate team needs and proactively assist.
- + Excellent writing skills, quantitative and qualitative analysis skills, public speaking skills. Demonstrable writing, proofing and editing skills according to AP style with strong attention to detail. Able to adapt writing style to Glacier Country's voice and tone.
- + Good understanding of technology and can pick up new tools quickly. Proficient with MS Office Suite, computer software and online applications such as databases, Adobe Creative Suite, MailChimp, Asana and WordPress.
- + Able to build and sustain successful relationships with diverse people and personalities.
- + Able to sit for long periods.
- + Able to perform light to moderate lifting and bending.
- + Ability to travel across Montana.
- + Requires a vehicle, good driving record and proof of automobile insurance.
- + All GC employees subject to background check.

Preferred:

- + Knowledge of membership-based organizations such as destination marketing organizations (DMOs) and chambers of commerce.
- + Experience working with advertising agencies.
- + Ability to assist formulate, manage and maintain fiscal compliance with marketing project plans, receipting and budgets.
- + Proven understanding of social media: channels, audiences, engagement, technology and trends.
- + Previous travel and tourism industry experience; knowledge of the tourism industry; knowledge of the Glacier Country region (history, attractions and offerings) as a travel destination.
- + Knowledge of principles of writing for organic search engine optimization (SEO).
- + Experience with importing/exporting email lists between various sources.
- + Experience with cloud-based tools such as CRM software systems digital asset management systems (Barberstock), media intelligence software (Meltwater) and customer relationship management (CRM) systems (Simpleview).

Benefits: Salary depending on experience (range \$35,000 - \$45,000). Full-time employee benefits include paid time off, holidays and medical benefits. Approved travel expenses are reimbursable.

The above is intended to describe the general content of and requirements for the performance of the job. It is not to be construed as an exhaustive statement of essential functions, responsibilities or requirements.

Executive director/CEO: _____

Date: _____

Employee: _____

Date: _____