**Job Description**

**Job Title:** Marketing Assistant (Part Time)

**Job Classification:** Non-Exempt

**Reports To**: Director of Marketing

**Summary:** The Finger Lakes Tourism Alliance, the tourism marketing agency for the Finger Lakes region, ­is an association of private-sector attractions, tourism-related businesses and county tourism offices working together to enhance and promote visitor experiences for the 9,000 square mile Finger Lakes region, which includes the 14 counties of Cayuga, Chemung, Cortland, Livingston, Monroe, Onondaga, Ontario, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne and Yates.

The Marketing Assistant role is one that will aid in the promotion and marketing of the Finger Lakes Tourism Alliance to tourism businesses in the region as well as the marketing of New York’s Finger Lakes region as a vacation destination and increase the overall awareness of the Finger Lakes brand.

**Duties and Responsibilities** include the following:

* Place ads on fingerlakes.org website.
* Provide oversight for managing partner updates, events and press releases to ensure timely posting.
* Creating content for monthly partner e-newsletters targeting a business to business outreach that will ultimately serve as information to convey to partners the value of Finger Lakes Tourism Alliance participation.
* Create content for a bi-monthly public, consumer oriented e-newsletters to drive visitation to FingerLakes.org and promote partner businesses in an effective and alluring way that will ultimately serve as information to convey to the visitor a positive Finger Lakes visit/experience.

.

* Coordinating familiarity trips for media members and travel suppliers.
* Maintenance of collateral material inventories as well as submission of fulfillment requests to ARC.
* Technical support as needed.
* Assisting the Director of Marketing to conduct target market advertising, successfully conduct public relations functions and maximize partner outreach.
* Responsible for issuing all press releases on behalf of the Finger Lakes Tourism Alliance.
* Responsible to assist with issuing monthly Board reports, quarterly marketing reports and year in review, both that clearly outlines measurable outcomes.
* Issuance of monthly Marketing Committee minutes.
* Answering online and phone information requests.
* Performs other related duties as assigned

**Oversight Responsibilities**

Works under direction of Director of Marketing to ensure quality communications/services to partners and potential visitors.

**Skills**

Strong oral and written communication skills, strong technical background, diplomacy, planning, professionalism, presentation ability, technical e-marketing expertise are skills required by this position.

**Education/Experience**

All applicants should have a Bachelor's degree college or university and/or experience of four to six years with strong communications skills and e-marketing experience (or an equivalent combination of education and experience).

**Computer Skills:**

To perform this job successfully, an individual should have an in-depth knowledge of Microsoft Office products, including Word, Excel, Outlook, PowerPoint, contact management software, a knowledge of Adobe Photoshop and/or InDesign and a solid knowledge of SEO & SEM principles.

**Certificates and Licenses:**

Valid Driver’s License

***Draft 11/1/17***