

Job Description

Job Title: Marketing Assistant

FLSA Status: Non-Exempt

Summary: The Marketing Assistant is responsible for supporting senior marketing/communications staff in executing communication strategies, providing administrative support, and drafting content for publication.

Essential Responsibilities will include the following, and other duties may be assigned.

Corporate Duties:

- Exemplifies the Sacramento Metro Chamber's Mission Vision and Values by exceeding internal and external company goals and expectations through Collaboration, Growth Orientation, and Impact.

Marketing Support Duties:

- Performs daily administrative tasks to ensure the functionality and coordination of departmental activities, including updating reporting spreadsheets with analytics.
- Supports Marketing/Communications executives in organizing various projects, including performing research, copywriting, editing, proofing, and list management.
- Assists in procuring assets that support the launch, brand awareness, and analytical reporting of the Metro Business Center.
- Produces newsletters, promotional emails, and news releases; facilitates distribution through various channels.
- Collaborates with internal teams to develop new content and optimize the user experience on the company website.
- Creates social media posts, including graphics, to develop brand awareness and online reputation.
- Designs content to promote policy positions, programs, and events of the Metro Chamber and its affiliated entities.
- Develops storyboard concepts for promotional films produced to support the Metro Chamber, affiliated entities, programs, and events.
- Support the creation of an annual content calendar, including monitoring weekly, monthly and annual goals to support a yearly marketing plan.
- Researches the latest trends in copywriting and graphic design to assist in designing assets that support the sales and marketing efforts of the Metro Chamber.
- Actively engages with social media followers by reviewing, tracking, and responding to requests and comments through social media sites.
- Drafts, edits, and proofreads external Company communications.

Competencies: To perform the job successfully, an individual should demonstrate the following:

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- **Job Knowledge and Technical Skills** – Thoroughly understands all aspects of the job; upholds company standards of ethical operations by ensuring compliance with all federal, state, and local regulations; possesses practical hands-on experience; needs some direction; drives to build a knowledge base and improve professional skills continuously.
- **Productivity and Dependability** – Meets schedules, deadlines, and productivity standards; completes tasks on time or notifies the appropriate person with an alternate plan; strives to exceed productivity standards by completing work promptly; prioritizes workloads; attains needed resources and execute a strategy that optimized results.
- **Communication** – Speaks clearly and persuasively in all situations; listens without interrupting and seeks clarification; responds well to questions; writes in an informative and professional manner.
- **Customer Service** – Manages difficult or emotional customer situations; promptly responds to customer needs; solicits customer feedback to improve service; promptly responds to requests for service and assistance; meets commitments.
- **Teamwork** – Works effectively with others; balances the team's needs and those of the individual; gives and welcomes feedback.
- **Judgment and Problem Solving** – Gathers and analyzes information skillfully using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems; identifies and resolves issues promptly; considers relative costs and benefits of potential actions to choose the most appropriate one; uses reason when dealing with emotional topics.
- **Professionalism and Interpersonal Skills** – Treats others with respect and consideration regardless of their status or position; tactfully approaches others; focuses on solving conflict without blame; maintains confidentiality; accepts responsibility for own actions; follows through on commitments; remains open to others' ideas and tries new things.
- **Adaptability** – Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; copes well with frequent changes, delays, or unexpected events.
- **Stress Management** – Reacts and responds well under pressure; keeps emotions under control; successfully copes with demands from superiors, subordinates, and peers.
- **Initiative** – Displays the desire to volunteer readily and undertake self-development activities by seeking increased responsibilities; sets and achieves challenging goals while demonstrating persistence in overcoming obstacles; measures self against excellence standards while asking for and offering help when needed.
- **Innovation** – Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas; presents ideas and information in a manner that gets others' attention.

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Qualifications: Successful individuals who perform the responsibilities of this position must perform their essential duties satisfactorily. The requirements listed below are representative of the knowledge, skill, and abilities required. Reasonable accommodations may be made to assist individuals with disabilities to perform the functions required of the position.

- **Education:**
 - Required: High school diploma or general education degree (GED).
- **Experience:**
 - Required: One (1) to two (2) years of related experience as a Marketing Assistant.
- **Language Skills:** Must possess the ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Writes reports, business correspondences, and procedure manuals. Effectively responds to questions and presents information from managers, clients, customers, or the general public.
- **Mathematical Skills:** Must have the ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume while applying concepts of basic algebra and geometry.
- **Reasoning Ability:** Must possess the ability to solve practical problems and deal with various concrete variables in situations where only limited standardization exists while interpreting a variety of instructions furnished in written, oral, diagram, or schedule form.
- **Business Acumen:** Must understand the business implications of decisions; displays orientation to profitability; demonstrates knowledge of market and competition; aligns work with strategic goals.
- **Computer Skills:** Must have knowledge of Internet software, Canva, Adobe Acrobat, WordPress, and Microsoft Suite of Products.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to perform the essential functions of this job successfully. The Company will provide reasonable accommodations to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is:

Physical Demands	<i>Frequently</i>	<i>Regularly</i>	<i>Occasionally</i>
Standing			X
Sitting	X		
Walking			X
Climbing			X



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Physical Demands				<i>Frequently</i>	<i>Regularly</i>	<i>Occasionally</i>
Balancing, Stooping, Kneeling, Crouching, or Crawling						X
Use of Hands and Arms (Reaching, Grasping, Other Repetitive movements)						X
Finger Movements, Handle or Feel, Fine Manipulation						X
Hearing				X		
Talking				X		
Lift and/or Move						
Up to 10 Lbs.					X	
Up to 20 Lbs.						X
Specific Vision Demands	<i>Close Vision</i>	<i>Adjust Focus</i>	<i>Color Vision</i>	<i>Peripheral Vision</i>	<i>Depth Perception</i>	<i>Distance Vision</i>
	X	X	X	X	X	X

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The Company will provide reasonable accommodations to enable individuals with disabilities to perform the essential functions.

Work Environment				<i>Frequently</i>	<i>Regularly</i>	<i>Occasionally</i>
Noise Level						
Quiet				X		
Moderate					X	
Loud						X



metrochamber

SACRAMENTO METROPOLITAN
CHAMBER OF COMMERCE

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Employee Acknowledgement:

My signature certifies that I understand that the foregoing job description is a description of work to be performed, expected competencies, and qualifications necessary to be successful. I am attesting that I meet or exceed these qualifications and can perform the essential duties while adhering to the standards set forth under the Physical Demands.

Employee Name

Employee Signature

Date