Job Description: Marketing & Events Assistant

General Description

The Marketing & Events Assistant works as a support to the Director of Marketing and Events to develop resources that enable MWO to achieve its mission. He/She collaborates with all members of the staff to strategically cultivate and nurture relationships with constituents, ultimately moving those individuals to support MWO financially through membership dues, charitable giving and event participation. The primary purpose of this position is to work with the Director of Marketing and Events to implement MWO’s Strategic Plan by using marketing channels and events to engage our audience to enhance membership and revenue.

This position is full-time/year-round, based at MWO’s administrative offices at the Weather Discovery Center in North Conway, NH. The typical work week is Monday through Friday, 8:30 AM to 5 PM, but events and other obligations require that the Marketing have the flexibility to work odd hours from time to time, including overnight travel and visits to the summit.

Overall Responsibility

The Marketing and Events Assistant is responsible for MWO’s on-line presence, brand and user experience, including the organization’s web sites, social media presence and online communications. In addition, the M&E Assistant will assist the Director of Marketing and Events in preparing collateral material like graphics and photography for of use in the above communications channels. The M&E Assistant is also responsible for the day-to-day editing, updating and curating of MWO website and social media content, as well as providing analytics to staff members who utilize the information for day-to-day planning and strategic decisions.

He/She must be an outstanding, verbal and written communicator, capable of communicating effectively through face-to-face discussions, memos, blogs, emails, Facebook posts, tweets and other communications channels as needed.

While this is not technically a web development position, the M&E Assistant must be generally familiar and comfortable with HTML code and CSS.

Job Activities

Typical day-to-day work activities and tasks are outlined below:

- Develop and Maintain MWO’s overall digital program, including websites, social media platforms, and email campaigns, all in alignment with overall business objectives
- Create, develop and manage content for MWO’s websites (requires working with content management system); copyedit and proofread all web content; curate all user-submitted content. Review and obtain approval of the Director of Marketing and Events before publishing.
- Work with various departments and staff to execute marketing plans
• Create marketing materials through graphic design to be utilized in print, web and social platforms
• In conjunction with the Director of Marketing and Events, maintain quality control of the MWO brand throughout all departments, programs and channels
• Run Social Media promotions and campaigns and track success
• In conjunction with the Director of M&E develop Email marketing strategy and execution
• Managing and leveraging MWO digital resources such as video and photo archives
• Producing reports on digital campaign performance and making recommendations to improve performance
• Keeping up to date on the latest tools, web technologies and social media tactics being used, and evaluating how MWO can take advantage of opportunities to use new technologies and new approaches
• Tracking and reporting on all site metrics to staff who requests it
• Digital photography; shooting and editing of video content
• Other duties and special projects as assigned by the Director of M&E

Knowledge, Skills, Abilities and Personal Characteristics

• Proficiency in MS Office Suite, including Word, Excel, PowerPoint and Outlook
• Proficiency in Adobe Suite, including Lightroom, Photoshop, Illustrator and InDesign
• Keen attention to detail
• High level organizational skills, willingness and ability to manage multiple projects in a fast-paced, deadline-driven environment
• A strong work ethic, professionalism and integrity
• Ability to create, compose, and edit written and electronic materials
• Ability to successfully work collaboratively and with minimal supervision
• Ability to work on multidiscipline teams
• Ability to maintain high level of confidentiality
• Ability to communicate design ideas to non-technical people
• Positive, “can do” attitude

Education and Work Requirements

• Bachelor’s degree in marketing, communications, information technology or a related field
• Minimum 2-3 years’ work experience working across a variety of digital marketing areas, such as web design, digital media, social media, email, etc.
• Knowledge of and active participant in social media
• A successful track record of planning, testing, launching, monitoring, optimizing and measuring social media campaigns

Additional Desired Qualifications

• Video editing skills are strongly desired
• Previous experience developing websites and web applications is a plus
Reporting Structure, Salary and Benefits

This job is an integral part of the MWO team and reports directly to the Director of Marketing and Events.

The position is paid a salary based on 40 -45 hours per week and qualifies for the standard benefits package for full-time employees. Current employee benefits include paid time off, health and dental insurance, life insurance, short- and long-term disability insurance, a retirement plan after two years of service, and complimentary skiing and health club privileges.