

**ASHEVILLE AREA
CHAMBER OF COMMERCE
Convention & Visitors Bureau**

JOB TITLE: Marketing /PR Assistant

REPORTS TO: Deputy Director/VP of Marketing & PR

DEPARTMENT: Convention and Visitors Bureau

PAY STATUS: Non-Exempt

PRIMARY FUNCTION:

Assists the marketing department with marketing, media and public relations efforts for the Chamber's Convention and Visitors Bureau (CVB) and the Buncombe County Tourism Development Authority

JOB DESCRIPTION:

Provides administrative support to the Marketing Department and assists in the execution of the work plan to raise awareness and inspire travel to the Asheville area.

Answers routine media inquiries and provides information to more than 300 journalists who call unsolicited each year.

Manages the media database and creates specific mailing lists for targeted mailings using media relations software. Works with PR Newswire and manages direct distribution of media information as needed.

Arranges itineraries, accommodations and scheduling for visiting journalists as well as coordinating details for larger FAMs and media events.

Assists with coordination of select marketing and advertising projects and billing on co-op efforts.

Manages monthly media clip analysis reports and reports data on the CVB monthly index, apprises clipping service of upcoming media coverage, maintains clip files, and collates clips for various purposes.

Responds to basic inquiries for updated information for guidebooks, listings etc.

Manages in coordination of special packages for and fulfillment of contest, giveaways and special promotions undertaken by the marketing team.

Oversees management of extensive photo library and coordinates image and video distribution and photo shoots as well as image and video uploads to press room and/or FTP site. Also works on tagging of imagery.

Maintain press kit materials, fact sheets and other media materials.

Assists in the preparation of various PowerPoint presentations by the department.

Assists in coordination of media events, as needed.

Manages updates to the Press Room portion of ExploreAsheville.com.

Assists with various administrative tasks as assigned by the deputy director.

Other duties and projects as assigned

EDUCATION AND EXPERIENCE:

Entry level position with completion of associate's or bachelor's degree. A major in journalism, public relations, or communications is helpful. Strong verbal and written communications skill. Some writing experience is essential. Must be proficient in Microsoft Office.

JOB KNOWLEDGE:

Proficiency in computers is required. Excellent written communication skills and strong proofreading abilities are essential. A high degree of organizational skills are necessary to juggle the multiple projects and deadlines that are required of the person in this position. A basic understanding of media relations is helpful.

COMPLEXITY OF DUTIES:

Must be able to juggle multiple projects and meet deadlines.

SUPERVISION RECEIVED:

Works under the direction of the Director of Marketing. As knowledge of the job increases, should be able to perform many duties with limited supervision.

RESPONSIBILITY FOR ACCURACY:

Accuracy is highly critical with all aspects of work performed by the public relations department. Proofreading is an essential part of the job. Attention to detail is imperative.

CONTACT WITH OTHERS:

Frequent contact with the media requires professionalism, quick-thinking, and tact. Additional external contact includes industry partners and the general public. Internal contacts include the CVB and Chamber staff and, at times, the TDA Board.

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CONFIDENTIAL DATA:

Has access to marketing and sales data, financial statements, and other Chamber-related information, all of which is considered confidential.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration ranges from slight to intense based on the work being performed. Position is subject to frequent interruptions which require varied responses. While performing duties of this job, employee is routinely required to be mobile, sit, reach with hands and arms, talk and hear. Requires visual acuity, manual dexterity and good eye/hand/foot coordination.

ENVIRONMENT:

Works in a normal office environment.