



Job Title: Sales & Marketing Assistant
Reports to: VP of Business Development and SVP of Marketing
Department: Group Sales and Marketing
FLSA Status: Non-Exempt

Position Summary:

This is a newly created role for Explore Asheville Convention & Visitors Bureau (Explore Asheville). The Sales & Marketing Assistant is responsible for planning, coordinating, and administering a variety of support and administrative functions including data management, visitor guide management, and administrative support for the business development/sales and marketing departments. This role also provides supplemental assistance as needed for key program areas and projects within Explore Asheville. Duties include a variety of administrative support tasks and coordinating projects, providing assistance wherever needed to ensure the departmental and organizational goals are achieved.

Essential Duties & Responsibilities:

Data Management

- Responsible for maintaining and updating files and records in the customer relationship management (CRM) database, Simpleview, including inputting data and generating reports.
- Provide support in the development and compilation of statistical information for required reports and special projects.
- Maintain confidentiality of marketing and sales information, database files, financial statements, Web statistics, and other sensitive data.

Visitor Guide

- Manage and process distribution of the Visitor Guide for individual requests and bulk orders utilizing the CRM order and reporting tools. Coordinate fulfillment with various vendors for warehousing, bulk shipping, individual mailings, and local deliveries. Provide inventory and tracking reports.
- Foster relationships with points of distribution, including North Carolina Welcome Centers, other CVB's/Chambers, Visitor Centers, Military Bases/ITT Offices, AAA Offices, Local Accommodations, Tourism Partners, Asheville Visitors Center, and others. Execute on distribution push throughout the year as needed.
- Process Visitor Guide leads from non-traditional channels such as Blue Ridge Parkway, reader responses, 800#, special Facebook campaigns, aRes Travel, etc. utilizing the CRM.
- Provide support on Visitor Guide data preparation and proofing for partner listings and events.

Administrative Support

- Assist with assembling and processing of mailings, gift bags, service packets, and other like projects directed at key sales, marketing and service customers and clients.
- Responsible for performing administrative support for both departments assisting with department phone, copying, office coverage, word processing, data entry, e-mails, etc.
- Responsible for administrative duties including, scheduling for VP Sales and SVP Marketing, managing expense reports for assigned individuals in both departments, maintaining the planning calendar Smartsheet, and other duties as assigned.
- Responsible for coordinating office supply orders and charge departments using applicable account codes.
- Responsible for ensuring office equipment is stocked and functioning properly.

Other Responsibilities:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where this position is asked to help other team members with their work, completing tasks outside of this description.

Qualifications:

- Bachelor's degree with a minimum of 2 years of experience in administrative support and operations. Preferred degree in Business Administration, Public Administration, Hospitality, Tourism, Communications, or other related field -OR- any combination of education, coursework, and/or technical training necessary to meet position requirements.
- Event planning and graphic design experience is helpful.
- Preferred experience in Simpleview or similar CRM.
- Appreciation for Buncombe County's tourism community.
- Must be able to use sound judgment and discretion.
- Well-organized, self-motivated, and comfortable in a fast-paced environment.
- Proficiency in Microsoft Office Suite.
- High attention to detail.

Physical Environment & Working Conditions:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

Travel:

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

EEO Statement:

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by applicable federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

About Explore Asheville:

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of the Explore Asheville Convention & Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Deliver balanced recovery and sustainable growth
- Encourage safe and responsible travel
- Engage and invite more diverse audiences
- Promote and support Asheville's creative Spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

What we offer:

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 18 days to start, 11 annual paid office holidays, employer-subsidized medical insurance, employer-provided dental, life, STD and LTD insurance, plus 401k with a company match, and employee wellness benefits.