



SPIRIT IN THE DESERT

P.O. BOX 3254 CAREFREE, AZ 85377

Administrative Assistant / Associate Marketing Manager Job Description

Summary

The Spirit in the Desert Administrative Assistant and Associate Marketing Manager is responsible for supporting guest services and marketing activities. The person will interact with guests and assist in the communication of relevant, product, program, promotional or branding information.

The right candidate will have the following role-specific critical skills and behaviors:

- Passion for Spirit in the Desert's mission and vision
 - Shows a passion for work and the energy to perform at a high level.
 - Takes pride in work and sets and accomplishes challenging goals.
- Delivers Winning Results
 - Establishes and maintains high standards of accomplishment and quality of work.
 - Adaptable and displays excellent problem-solving abilities.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Work with event prospects and clients to book individual and group retreats.
- Communicate with group leaders to ensure that all retreat and meeting details are complete.
- Collaborate with Director of Advancement to develop and manage omnichannel marketing strategy and content including email, social, website and other digital channels.
- Provide project management, communication, and execution to support the marketing and promotional plans, media advertising and public relations strategy.
- Manage guest and donor acknowledgements.
- Coordinate use and maintenance of campus multimedia equipment and devices.
- Maintain registration software and guest and donor databases.
- Lead campus tours and accommodate guest requirements as needed.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required.

- Highly proficient with MS Office software including Excel and PowerPoint
- Experience with Adobe Creative Cloud with proficiency in Photoshop and video
- Experience with Mailchimp a plus
- Experience with SEO, Google Analytics and campaign tagging a plus

- Strong organizational and time management skills, must be able to multi-task constantly throughout the work day
- Strong project management skills and ability to work under time constraints and meet deadlines
- Driven and has a desire to learn. Approaches problems with little guidance and a “figure it out” mentality
- Strong written and verbal communication and presentation skills
- Strong interpersonal skills
- Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret a variety of instructions and deal with several abstract and concrete variables.
- Experience with marketing, advertising and public relations practices
- Experience in creating and executing social media campaigns
- Proven ability to complete complex tasks
- Team oriented and ability to work cross functionally

Education & Experience

- Four-year Bachelor’s Degree in marketing and/or communications preferred
- Two to four years direct customer engagement experience
- One to four years of merchandising, sales, marketing, agency and operations experience
- Strong presentation skills
- Strong communication skills

Supervisory Responsibilities

None

CERTIFICATES, LICENSES, REGISTRATIONS

None

PHYSICAL DEMANDS

The 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.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; and stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.

EQUAL OPPORTUNITY EMPLOYER

We are an Equal Opportunity Employer and do not discriminate against any employee or applicant for employment because of race, color, sex, age national origin, religion, sexual orientation, gender identity, status as a veteran and basis of disability or any other federal, state or local protected class.

CONTACT

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