



## JOB DESCRIPTION

**Position:** Marketing Administrative Assistant  
**Department:** Sales/Marketing  
**Date Posted:** August 13, 2010  
**Status:** Part- Time, 20 hours per week between 8am to 5pm, Non-Exempt, In the office position

### GENERAL DESCRIPTION

Reporting to the Marketing Manager, this position is responsible for providing administrative support to the sales and marketing department. The primary responsibility is to support the timely development, communication and execution of the company's sales and marketing initiatives and to foster improved inter-department communications.

### ESSENTIAL DUTIES & RESPONSIBILITIES

- Assist Marketing Manager in developing presentations, collateral, and PR campaigns in concert with graphic designer
- Implement the marketing program developed to promote the full enrollment of all our programs
- Maintain and publish branded merchandise and printed collateral inventory
- Maintain the customer target database including prospect lists and status updates
- Coordinate the development and distribution of sales and marketing reports, including broker cross-reference reporting for prospective clients
- Ensure website is updated as required by sales and marketing management
- Coordinate the preparation and distribution of internal newsletter, distribution of press releases internally
- Assist in development of target lists for industry reach programs; manage execution of direct reach programs
- Provide inter-departmental coordination of Answers Systems' and client marketing projects to ensure timely completion
- Assist in primary and secondary research efforts
- Coordinate communication with clients and internal resources during beta tests and key feature releases
- Other tasks as requested by sales and marketing management

### POSITION REQUIREMENTS

- The individual must exert influence and challenge ideas or requests when appropriate while maintaining an approachable team-spirited manner.
- **Communication Skills:** Demonstrated competence in reading, interpreting and communicating, in writing and verbally.
- **Reasoning Ability:** Interpret a variety of data in order to support the development of sales presentations, client reviews and internal reports
- Limited travel, generally locally, to work with vendors of sales and marketing services

### EDUCATION & WORK EXPERIENCE REQUIREMENTS

- Some college, Associate degree or higher preferred
- Strong internet usage skills
- Familiarity with social media, Google Analytics, online advertising a plus
- Intermediate proficiency in Microsoft Excel, Word, PowerPoint required, Advanced proficiency preferred
- Ability to multi-task in a deadline-driven environment
- Must have 1-2 years experience in similar role
- Strong interpersonal skills

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