



# OWL'S NEST

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## LCJ MANAGEMENT, LLC d/b/a OWL'S NEST RESORT JOB DESCRIPTION

**TITLE:** Marketing Assistant

**REPORTS TO:** General Manager

**DEPARTMENT:** Marketing

**FSLA STATUS:** Hourly (Non-Exempt)

### **JOB SUMMARY:**

The Marketing Assistant works closely with the Brand & Marketing Manager in promoting brand awareness and Resort Presentation through Marketing. The Marketing Assistant will also collaborate with the Social Media & Web Specialist. You will support departments such as Events, Food & Beverage, Racquets, Lodging, WellNest Spa, Golf & Human Resources with branded content, Marketing collateral, advertising, & other channels. This position will be required to balance multiple projects. You'll be required to create and follow your own work schedule.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Well-rounded skillset in Adobe Suite, Canva, Microsoft, Mailchimp & Eventbrite.
- A background in photography & videography is essential.
- Create & strategize Resort events through Marketing Campaigns.
- Prepare weekly newsletter & all other email communication on Mailchimp.
- Maintain contact with our web host, HGL Media in managing projects, campaigns.
- Implement plans to increase Marketing traffic to events coming to the Resort.
- Assist in photographing tournaments, events, menu items, renovations & more.
- Work closely with PR agency HGL Media on blog posts & press releases.
- Work with department managers to create & brainstorm ads & campaigns.
- Weekend availabilities for tournaments or matches at Resort.
- Weekly meetings with the Brand & Marketing Manager.
- Meet with the General Manager regularly to review Marketing needs.
- Attend weekly team calls with different departments.

### **KNOWLEDGE, SKILLS AND ABILITIES**

- Bachelor's degree (or in college working towards degree) in business, marketing, graphic design, journalism, public relations, or related field.
- 1-2 years of Marketing experience
- Basic experience determining how to cater unique Marketing campaigns to a unique audience.

**LICENSURE/CERTIFICATIONS REQUIREMENTS:**

- Valid Driver's License.
- Participate in ongoing education and training.

**PHYSICAL REQUIREMENTS AND WORKING CONDITIONS:**

- In-person (not-remote) position.
- Normal office environment

*I understand that the job description is not a comprehensive list of my job duties, and it is up to me, along with my supervisor's guidance, to determine the best and most efficient way to accomplish my job duties and responsibilities. I also understand that should my job duties change significantly, which may occur based on the business needs of Owl's Nest Resort; it is my responsibility to notify the General Manager so that my job description is updated accordingly. I acknowledge that the job description will be used as the basis for my performance review.*

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Signature

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Printed Name

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Date