

# MARKETING ASSISTANT

## *Scope of Work*

### ORGANIZATION:

La Boum Events is Alaska's premier event management and design firm. Event management consists of consulting, planning, and directing events. We specialize in designing weddings and social events.

### PRIMARY OBJECTIVE:

This position's primary objective is to conserve the Owner's time, and promote and develop the brand through blogging, social media and other marketing efforts.

This position reports directly to the Owner of La Boum Events. The successful candidate must be creative and enjoy working remotely for a small, entrepreneurial company that is mission-driven, results-driven and community oriented. The ideal individual will have the ability to exercise good judgment, with strong written and verbal communication, administrative, and organizational skills, and the ability to maintain a realistic balance among multiple priorities. The Marketing Assistant will have the ability to work independently on projects, from conception to completion, and must be able to work under pressure at times to handle a wide variety of activities.

### PAY RANGE:

\$18.00 to \$25.00 an hour, depending on experience.

### RESPONSIBILITIES:

The Marketing Assistant is responsible for marketing La Boum Events which consists of, but is not limited to the following:

### *Day to Day Operations*

- ✓ Reviews current marketing strategy, offers recommendations and oversees the implementation of the strategy through regular blog and social media posts.
- ✓ Works closely and effectively with the Owner. Acts as a "barometer," having a sense for the issues or challenges in the events community, overall effectiveness of the marketing strategy and keeping the Owner well informed.
- ✓ Contact photographers and videographers from past clients to procure and download images from past events.
- ✓ Maintain an organization system for images so we can quickly find and reference images in the future
- ✓ Upload images to the blog site, review notes from the event planner in charge of that event and draft a blog post or social media post
- ✓ Strategically tease blog posts on social media, reveal the post and then follow up for those that missed it
- ✓ Create and maintain a "voice" or brand for social media and blog
- ✓ Represent the Owner by responding to comments on social media
- ✓ Researches, prioritizes and makes recommendations for the marketing strategy based on changes in the event and wedding community, competitors and other needs. Determines appropriate course of action, referral, or response.
- ✓ Any other marketing tasks as requested
- ✓ Occasionally work events to understand our services, our clients and what we do
- ✓ Regularly review marketing strategy and make necessary adjustments and recommendations
- ✓ Meet monthly in person with the Owner

### *Growth and Leadership*

- ✓ Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- ✓ Improves quality results by studying, evaluating, and re-designing processes; implementing changes.
- ✓ Enhances Owner’s reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- ✓ Completes projects and special assignments by establishing objectives; determining priorities; managing time; gaining cooperation of others; monitoring progress; problem-solving; making adjustments to plans.

### *Future / Potential Growth Tasks*

- ✓ Set up and maintain an active mailing list
- ✓ Recommend a strategy for engaging past clients
- ✓ Creating regular styled shoots
- ✓ Working on the Alaska Wedding Collective
- ✓ Taking the lead on bridal shows and the like

### *Skills & Specifications*

The required skills and specifications of the MARKETING ASSISTANT TO THE OWNER to perform the duties effectively are as follows:

- ✓ Ability to safely lift up to 30 pounds
- ✓ Welcoming and generous spirit that promotes long term client relationships
- ✓ Promoting process improvement
- ✓ Maintain a flexible schedule, able to arrive and depart as needed
- ✓ Demonstrated ability to work well under pressure with limited timeframe
- ✓ Work well with limited supervision; ability to work independently as needed
- ✓ Detail oriented with exceptional level of accuracy and follow-through
- ✓ Demonstrated ability to exercise good judgment
- ✓ Work well within a team oriented environment
- ✓ Excellent customer service – team player
- ✓ Agile at prioritizing and managing multiple projects
- ✓ Must possess strong communication, time management and collaboration skills
- ✓ Able to work from home, work from wherever you are, as needed
- ✓ Able to respond to tasks and requests within 24 hours
- ✓ Meet LBE Quality Standards

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Name

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Signature and Date

2019 Marketing Assistant – Scope of Work, sign and keep on file with La Boum Events Annually