



VERMONT ECONOMIC DEVELOPMENT AUTHORITY

Position Description

Title: Marketing Assistant
Reports to: Chief Executive Officer

Summary

The Marketing Assistant is a newly created position that will report directly to the CEO and interact with VEDA staff across departments. This opportunity offers a variety of marketing and administrative responsibilities for someone with strong interpersonal skills, initiative, a collaborative mind-set, and a desire to use their marketing savvy to support the important work of economic development in Vermont. The position will work closely with VEDA's external marketing firm and offers part-time flexible hours and a hybrid working option.

Essential Job Functions

- Assist CEO and external marketing firm with creating and proofing content for social media channels.
- Help in analyzing social media metrics to evaluate the effectiveness of campaigns.
- Assist with creation and proofing of marketing brochures and other collateral support materials.
- Assist in monitoring and tracking marketing expenses against budget in an Excel spreadsheet.
- Assist in maintaining VEDA's marketing calendar. Help coordinate attendance at events.
- Assist with coordination of VEDA's presence at events and trade shows including submission of creative advertising and copy, communications with vendors and trade show organizers and confirming proper booth setup.
- Attend events to capture photographs for use in a variety of marketing materials, including social media, annual reports, and paid advertising.
- Maintain VEDA's photo library.
- Assist in coordination with lending departments and CEO in selecting borrowers for use in VEDA's annual report.
- Assist in preparation for VEDA's Annual Meeting, including marketing and on-site preparations.

Education/Experience

- High school diploma plus one or more years of post-secondary education in marketing, communications, or related field (or equivalent work experience).

Knowledge/Skills/Abilities

- Excellent written and verbal communication skills.
- Strong interpersonal skills.
- Strong organizational skills and detail oriented with a strong eye for accuracy and consistency.
- Self-motivated with the ability to prioritize tasks and meet deadlines.
- Excellent knowledge of Microsoft Office 365 applications, including Excel, Word, Teams, Outlook, and SharePoint.
- High comfort level with creative and graphic design applications and photography a plus.

Working Conditions

- This will be a hybrid (in office and remote) part-time position.
- Standard office environment.

The above statements are intended to describe the general nature and level of work performed rather than an exhaustive list of all responsibilities and skills required for the position. The Essential Job Functions may be changed at any time at the management's discretion. The job description is not intended to create an employment contract of any kind.