

Job #0112 | Marketing Administrative Assistant | Hermosa Beach, CA

The **Marketing Administrative Assistant** at Niagara Conservation will work collaboratively with our marketing team. This position is considered entry level, part-time, and is ideal for those new to the marketing field and/or recent college graduates (or in the process of their degree). This position will offer the candidate a comprehensive overview and exposure to basic marketing strategy, direct advertising, promotional techniques, communication / PR, visual merchandising, and market research / development.

Job Responsibilities:

- Enters and updates data on a daily basis into CRM and other databases as necessary.
- Maintains constant inventory of marketing collateral (flyers, brochures, marketing books, etc.) for manager.
- Supports manager by typing correspondence, sending documents, developing spreadsheets and updating contacts.
- Pulls data and runs searches on behalf of manager in external and internal databases.
- May assist in lead generation activities which may include internet research, cold calls, etc.
- Attends trade shows with professional image and high energy, an upbeat personality and enthusiasm to showcase and promote our products resulting in a lead or sale for our Sales Manager.
- Develops, maintains and processes any and all sales paperwork, reports, and metrics. in conjunction with leads, sales, projects, etc. for manager.
- May produce marketing collateral such as flyers, letters, etc.
- Uses various sources to create mailing lists to distribute marketing materials.
- Pulls information from databases for research requests.
- Other duties as assigned to aid in the successful and profitable operation of the sales manager and team.

Qualifications (min. educational and experience qualifications):

- Bachelor's degree in Marketing, Communications, or a related field or previous industry experience (***or in process of completing degree***)
- Minimum 2 years of work experience, preferably in sales, marketing or administrative role
- Strong organizational, computer, internet and social media skills
- Ability to work independently and able to adapt to changes quickly in a fast paced environment.
- Ability to multi-task and meet deadlines
- Strong written, verbal and communication and interpersonal skills.
- Ability to provide excellent customer service to all internal and external customers
- High energy and enthusiasm with professional image
- Belief and demonstration of company core values of Respect, Focus, Communication, Can Do Attitude and Integrity

Key Competencies:

- Customer Service Excellence
- Effective and Efficient Work Practices
- Team Involvement and Participation