**Marketing Assistant**

**Westminster Canterbury on Chesapeake Bay**

3100 Shore Drive Virginia Beach, VA 23451

**JOB DESCRIPTION**

The Marketing Administrative Assistant works under the direction of the Director of Sales and Marketing and carries out tasks and responsibilities in support of the Marketing team. Perform administrative and reception duties for the Marketing Department; compile data, create and prepare reports for signature; maintain files and prospect database; and coordinate marketing events.

Create and maintain an atmosphere or warmth, personal interest, and a positive, calm environment. Always models our core values of respect, passion, and professionalism, and be willing to assist, or use personal authority, in holding all others accountable for doing the same.

**RESPONSIBILITIES**

* Perform secretarial and related work, type reports, circulate client paperwork and use judgment to plan and organize the Marketing Department and office in proper and efficient form.
* Compile information, create and prepare regular and special reports on departmental activities under general supervision; maintain departmental records and provide necessary documents for staff member use.
* Maintain computer and prospect database, as well as waiting lists, inventory list, escrow account list, data base entry and update of sales tracking and lead management. Assist with certain aspects of the Marketing Plan as directed by the Director of Sales and Marketing.
* Assist in the planning of special events and cultivation meetings.
* Coordinate special events and cultivation meetings under general direction of supervisor.
* Assist in identifying material for and posting to social media.
* Greet and “screen” visitors and provide information. Refer for special counseling and advice, answer telephone, take messages and reply to questions in accordance with general instructions, transmit instructions or information to and from staff members.
* Screen incoming correspondence, based on instructions, and pass telephone calls and mail to appropriate counselors.
* Order and maintain departmental supplies. Manage mail process, including invitations to special events, brochures, preparation and ordering. Help maintain a professional marketing environment.
* Demonstrate initiative in offering to pitch-in and help others wherever needed.
* Assist in carrying out the mission of Westminster-Canterbury in any way needed at the time. Cheerfully undertake other assigned duties.

**QUALIFICATIONS**

* Two-year degree or equivalent work experience
* Work experience performing marketing or administrative functions.
* Experience with analytical/administrative functions.
* Experience or knowledge of marketing database software.
* Experience in maintaining databases required.
* Technical proficiency in Excel, as well as the Microsoft and Google apps.
* Ability to generate reports and charts, manage expenses and complete project tasks with minimal supervision.
* Demonstrate proficiency quickly in marketing database software; prior experience in maintaining databases desirable.
* Demonstrated excellence in customer service skills.
* Attention to detail and ability to organize work within department.
* Demonstrated ability to coordinate events and functions with and through others.
* Preferred experience with Salesforce Software.
* Physical Requirements:
  + Ability to operate office equipment and work in office setting. Must be able to walk, stand and sit for periods of time.

**BENEFITS**

* Health & Dental Available Day 1 for new employees!
* Dental Insurance
* Life Insurance
* Long-term Disability Insurance
* Medical Insurance
* Short-term Disability Insurance
* Employee Assistance Program
* Retirement Plan with employer match
* Paid Time Off (PTO)
* Employee Discounts
* Excellent Advancement Opportunities
* Scholarship Program for Employees/Family Members
* Tuition Assistance
* Six paid holidays
* Vision