

**YUROK ECONOMIC DEVELOPMENT CORPORATION**

Job Title:	<b>Marketing Assistant</b>			Job Code	
Department	<b>YEDC</b>	Program Area	<b>Marketing</b>	Location	<b>Klamath</b>
Reports To:	<b>YEDC Executive Director and Marketing Lead</b>			Status Hourly	<b>Non-Exempt Part-time</b>
<b>ALL HIRING IS SUBJECT TO THE YUROK TRIBE'S HIRING PREFERENCE</b>					
Salary Range: <b>Grade 4 \$16.54 - \$21.58 DOE</b>					

**POSITION SUMMARY:**

Under the direction of the Yurok Economic Development Corporation (YEDC) Executive Director and Marketing Lead, the employee is responsible for assisting the Marketing Lead with daily marketing needs for Yurok Country and the needs of Executive Director. The employee will assist in overseeing the brand “Yurok Country” for all YEDC businesses as needed.

**DUTIES AND RESPONSIBILITIES:**

1. Assist with daily administrative duties.
2. Help assist with advertising deadlines and purchase requests.
3. Develop and design marketing collateral, such as, but not limited to brochures, flyers, billboards, newsletters, event materials, calendars and trade show materials promoting Yurok Country as a destination.
4. Provide assistance posting on social media and content via Facebook, twitter, Instagram and website that stay up to date on travel trends for Yurok Country.
5. Provide digital support such as photography and video to assist in the marketing need of Yurok Country and YEDC businesses.
6. Assist in updating and maintaining web page and mobile application promoting Yurok Country.
7. Maintain a well-informed, working knowledge of the attractions and information in the area and industry of tourism focused on California Visitors.
8. Assist in press releases/packets for Visit Yurok Country, keeping an updated press packet for handouts.
9. Ability to maintain effective working relationships with public officials, department heads, associates and public.
10. Interact with public, business professionals, and government officials in the community including presentations and community meetings.
11. Provide outreach and support with material or staffing for events or conventions.
12. Assist in creating, and managing E-Commerce web site, in collaboration with VC Manager.
13. Work with Tribal entities to promote all Yurok Programs and share necessary information.
14. Available to provide assistance at Yurok Country events, as well as events hosted by other Tribal entities when necessary.
15. Maintains excellent interpersonal skills and a positive attitude in relating to customers, staff, management, and media.
16. Required to attend applicable training programs.
17. Must pass a criminal background check.

## YUROK ECONOMIC DEVELOPMENT CORPORATION

18. Accumulate data consistently on travel trends, purchasing trends and food trends to share with other YEDC businesses.
19. Assist in preparation of monthly marketing updates for YEDC board meetings and occasionally present to board.
20. Assist in managing a marketing budget.
21. Represent Yurok Country professionally and positively on the telephone and in person. Act as a relief worker in case of an emergency or disaster.

### **MINIMUM QUALIFICATIONS:**

1. Excellent interpersonal skills in relating to customers and staff, maintain a good attitude and sense of humor.
2. Basic Knowledge of Adobe Creative Cloud.
3. Basic Video and Camera Skills
4. Basic computer literacy including the use of POS systems, and inventory management software, MS Excel and Word.
5. Ability to design and develop marketing materials that are of high quality and can be used in professional advertisements and shared on social media.
6. Knowledge of office equipment including telephone, fax, copier and iPad.

### **EDUCATION/EXPERIENCE:**

1. High School Diploma. Prefer additional classes in marketing or business-related field.

### **CONDITIONS OF EMPLOYMENT:**

- All applicants must pass a pre-employment drug/alcohol test.
- When necessary, must be able to lift 25-50 pounds.
- Must have clear vision at twenty (20) inches or less; ability to identify and distinguish colors; depth perception (three-dimensional vision, ability to judge distances and spatial relationships); ability to focus (ability to adjust the eye to bring an object into sharp focus).
- All applicants are subject to YEDC's Drug and Alcohol Free Workplace Policy including employment screening.
- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.
- Must have valid driver's license and be able to be insured by YEDC's insurance