

January 2, 2018

**RECRUITMENT ANNOUNCEMENT
MARKETING ASSISTANT**

**HOURLY:
\$19.32 to \$25.16**

**FIRST REVIEW DATE: January 23, 2018
Open until Filled**

JOB SUMMARY:

The Marketing Assistant provides production assistance to the Communication Division. Activities include advertising, digital marketing, printing, and promotional events.

ESSENTIAL JOB FUNCTIONS:

Coordinates production of various collaterals, including researching, proofing, ordering, and final delivery. Organizes and maintains inventory of branded promotional items.

Assists with the production of marketing materials, including large in-house print jobs.

Assists with production of in-house newsletter.

Coordinates ordering and distributing signage, including bus stops, maps, shelters and service changes.

Assists with delivery of message to customers and the public such as service advisories and detours via social media. Posts routine website updates and provides back up to the Social Media Marketing Coordinator.

Assists in organizing promotional events and attends them to facilitate their success.
Assists other divisions with their promotional events. Provides production assistance for videos and photo shoots, including planning and event coordination.

Maintains calendar of department projects, outreach events and meetings.

Creates and maintains the marketing department's distribution database.

Coordinates travel for Communication Division team members.

Provides assistance to director and team members with special tasks and projects, as needed.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS:

Excellent attention to detail

Good understanding of office management

Strong administration and organizational skills

Ability to use Adobe Creative Suite and similar technologies

Demonstrated ability to multi-task and adhere to deadlines

Well-organized with a customer-oriented approach

Excellent knowledge of MS Office

General knowledge of office equipment

Sound understanding of marketing principle

SPECIAL REQUIREMENTS:

Ability to obtain and maintain a valid Oregon Class C Driver's License and driving record that demonstrates adherence to safety and traffic laws and regulations.

No criminal conviction which may, in the sole judgment of the District, constitute a threat to property or the safety of others

REQUIRED EDUCATION AND EXPERIENCE:

Bachelor's degree in marketing or closely related field

OR

Three to five years of experience in a customer centric business environment with administrative or production duties.

DESIRABLE QUALIFICATION REQUIREMENTS:

Experience using web content management software

Good knowledge of market research techniques and databases

Strong copywriting skills

WORKING CONDITIONS:

Usual office working environment, however, may have to drive or take the bus to perform essential functions of the position with potential exposure to inclement weather.

May have prolonged periods of standing or walking.

Exposure to the general public and large groups.

Some manual labor may be required such as bending, kneeling, squatting and with assistance push, pull, or carry up to 40 pounds. This would include but not be limited to the set up/take down of various displays, tables, signs and other items generally associated with public outreach and marketing events.

Work will be both indoors and outdoors - on occasion there is direct exposure to all weather conditions.

May be required to work varying schedules to accommodate events in the evening or weekends.

THE ABOVE DESCRIPTION COVERS THE MOST SIGNIFICANT DUTIES PERFORMED BUT DOES NOT INCLUDE OTHER OCCASIONAL WORK WHICH MAY BE ASSIGNED WHICH WOULD BE SIMILAR, RELATED, OR A LOGICAL ASSIGNMENT TO THE POSITION.

TO APPLY:

Please submit our application to our Administration office. To obtain an application:

- ❖ On-Line: You may download application materials in Microsoft Word format (.doc) from Salem Area Mass Transit's District Employment page. Refer to specific current job opportunity of interest for application materials. Website: www.cherriots.org
- ❖ In Person: You pick-up application materials from Human Resources Department located at 555 Court St NE Salem, Oregon 97301 .Our office hours are from 8:00 a.m. to 5:00 p.m., Monday through Friday.
- ❖ By Telephone: You may request that an applicant packet be sent to you by calling our Human Resources Department at 503-588-2424. Application materials will be sent via U.S. Mail. Our office hours are from 8:00 a.m. to 5:00 p.m., Monday through Friday.
- ❖ By U.S. Mail: Application materials may be requested via U.S. Mail.

Mail or deliver to: Salem Area Mass Transit District
Human Resources Department
555 Court St NE, Suite 5230
Salem, OR 97301

OR

Or email to: Recruitment@cherriots.org

Faxes or resumes in lieu of original official District application form not accepted. Applications may be submitted in person, by e-mail or by mail; however, Salem Area Mass Transit District is not responsible for lost or delayed mail.

AN EQUAL OPPORTUNITY EMPLOYER

NOTE: Under the provisions of the Immigration Reform and Control Act of 1986, Salem Area Mass Transit District will require any person hired or rehired to provide evidence of identity and eligibility for employment.