

Ferry Beach Retreat & Conference Center
Marketing Assistant

Job Description

HOURS/BENEFITS: This is a, year-round, 24 hour/ week, non-exempt job.

GENERAL: Marketing staff is responsible for assisting in all functions of Marketing, which includes Social Media, Email, Print and Web work. This individual reports to the Assistant Director and works closely to implement strategy.

1. Assist in the development of a comprehensive marketing plan that includes events, media relations, press releases, social networking, Annual Report, website, newsletters, and branding.
2. Responsible for promoting all events, programs and activities through applicable marketing channels.
3. Responsible with the Assistant Director to grow positive awareness of the organization and strengthen its reputation with conferees, members, funders, and communities it serves.
4. Responsible to manage the production and distribution of quality ancillary materials that support marketing goals (print, website, social media, email, etc.).
5. In conjunction with the other staff, assist with the cultivation of civic organizations, corporate, foundation and business representatives via presentations, tours and volunteerism.

DUTIES WILL INCLUDE:

- **Database Management:** Update and maintain mailing lists across various software and systems.
- **Constant Contact:** Create and distribute information via email: newsletters, promotions, reminders, etc.
- **Website:** Assist with the update and maintenance of the Ferry Beach website.
- **Social:** Help with updating and maintaining Ferry Beach's social media accounts
- **App:** Update weekly content on the Ferry Beach app.
- **Internal Promotion:** Assist with creating content for and updating campus TV slides, as well as help produce the twice per week printed tidings newsletter in the summer.
- **Photos & Video:** Take photos and video at conferences and events. We need to have fun and accurate photos from all events day and night, week and weekends all summer long so shifts may vary.
- **Print:** Create posters, marketing materials, signs and other print media.
- **Brand Maintenance:** Assist with ensuring the brand image is being properly used in internal and external content

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required and employee represent

Ferry Beach and the mission at all times while on Ferry Beach property. Background check and random drug and alcohol testing may also be done. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

EDUCATION and/or EXPERIENCE: Associate's Degree or higher is preferred but will consider individuals with proven experience and expertise in areas applicable to the job. Individuals applying must have a mastery of computer programs including: iMovie / Final Cut Pro, Adobe Creative Suite (InDesign, Illustrator, Photoshop), Microsoft Office Suite, and Google Workspace software. Familiarity with Salesforce, Constant Contact and major social media platforms (Facebook, Instagram and Twitter) are essential.

LANGUAGE SKILLS: Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write correspondence. Ability to effectively present information in one-on-one and small group situations to other employees of the organization.

MATHEMATICAL SKILLS: Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to interpret miscellaneous drawings and schematics.

REASONING ABILITY: Ability to deal with problems involving a few concrete variables in standardized situations.

CERTIFICATES, LICENSES, REGISTRATIONS: Valid Driver's License.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is frequently required to stand; walk; use hands to handle, or feel; reach with hands and arms; and talk; or hear. The employee is required to sit and stand. Specific vision abilities required by this job include close vision, distance vision, color vision and depth perception.

TO APPLY: Fill out a Job Application at fbch.me/apply and send a resume and cover letter to jobs@ferrybeach.org

Ferry Beach is a not-for-profit organization, founded in 1901. The mission at Ferry Beach is to awaken hearts to explore, grow and renew the spirit of universal love. Ferry Beach accomplishes its mission with programming and conferences on its 32-acre campus on the beach through the following six avenues: arts & culture, education, spirituality, sustainability, personal growth, and justice & action.