



POSITION DESCRIPTION

FOR: Explore Butte County

POSITION: Administrative Assistant / Project Manager or Marketing Administrative Assistant

REPORTS TO: Executive Director

SALARY RANGE: \$16.00 – \$18.00 hourly, non-exempt

HOURS: full-time, 32-40 hours per week, variable

Join Our Team

Explore Butte County (EBC) is the destination marketing organization, established in November of 2015, to oversee the management of the Butte County Tourism Business Improvement District (BCTBID). EBC has been entrusted to create and implement a marketing strategy and plan to position Butte County as a year-round destination by attracting visitors, increasing lodging occupancy rates and tourism spending, and maximizing the number of off-season and return-visitor trips.

EBC is excited to open the recruitment for a full-time staff member to join the team. The **job title** will be responsible for supporting the marketing staff with tasks like attending representing EBC at events, organizing events, project management, data entry and administrative duties all while maintaining the EBC brand. The ideal candidate will be a self-starter with a friendly, hospitality-oriented philosophy. They must be detail oriented and feel comfortable working in a small-office setting with the willingness to work flexible hours and extra time as needed with minimal oversight. This position is in a fast-paced environment with ever-evolving priorities. If you are passionate about living and working in Butte County and have the experience detailed below, please apply now - this is a great opportunity and get in on the ground floor of this exciting organization!

Duties & Responsibilities

- Administrative tasks
 - Answer all incoming phone calls and direct them to the correct party.
 - Manage the contact@explorebuttecounty.com email box with timely reply and accurate information.
 - Office organization, including ordering office supplies, ordering event supplies, managing EBC giveaways, maintaining inventory, and creating tracking systems for trade show items.
 - Data entry for customer relationship management software and contacts.
 - Scheduling board committee meetings and taking meeting minutes.
 - Maintaining all posting requirements per the Brown Act.
 - Creating and distributing monthly stakeholder direct-to-consumer newsletter with input from Executive Director and Marketing Communications Coordinator (MCC).
 - Manage billing for co-op advertisements, and partner paid programs.

- Certified Tourism Ambassador (CTA) Program
 - Coordinates with event venue for CTA training days.
 - Manages all elements of set up, food and beverage, and clean up for each CTA training.
 - Prepares all CTA pre-read materials and mails in timely fashion.
 - Coordinates quarterly “field trips” and specials/perks for ambassadors.
 - Supports MCC with all additional aspects of CTA program as required.
- Campaign Coordination
 - Manage large campaign calendars and keep staff on track for deadlines.
 - Example of campaigns would include State Fair, Restaurant Week, FAM itineraries
 - Manage partner relationships during campaigns.
- Street Team Duties
 - Attend sponsored events with EBC booth to answer questions about Butte County, hand out visitors guides, and collect email addresses.
- Other duties as assigned.

Education/Experience:

Required:

- Minimum of high school diploma or GED, bachelor’s degree preferred.
- 2-3 years of administrative experience in a fast-paced environment.
- Must be self-directed and pro-active; should present solutions with all challenges.
- Polished and professional demeanor while also approachable and collaborative.
- Exceptional written, verbal, and interpersonal communication skills.
- Must be detail oriented to ensure accurate deliverables, and able to take initiative to meet deadlines.
- Must have experience managing multiple tasks and projects in various stages of development and implementation.
- Must be proficient with MS Word, Excel, PowerPoint, Google Suite.