

## Marketing Assistant

The Shawnee Inn and Golf Resort owns and operates the Historic Shawnee Inn, the 27-hole Shawnee Golf Course, Great Bear Golf Club, three on-property restaurants and dining facilities, Spa Shawnee and Salon, and Shawnee River Trips. The Marketing Assistant will work collaboratively with the marketing team, partners, and individual amenity managers in order to assist in executing the Shawnee Inn's marketing plan.

### Duties and Responsibilities

**Partnerships:** Assist in the maximization of available partnerships to help execute the Shawnee Inn's marketing strategy. This includes, updating flyers and making reservations on the spot for Shawnee Inn amenities.

**Content Coordination:** Develop content for various communication outlets in order to deliver the Shawnee Inn's messaging. This includes blog content as well as social media.

**Multi-media:** Assist in multi-media marketing. Video production and editing.

**Copywriting:** Assist in writing copy for advertising and communication outlets.

**Email Campaigns:** Assist with weekly e-mail campaigns.

**Reader Boards:** Assist with daily reader boards.

**Brand Coordination:** Assist in the monitoring of communication outlets to ensure that look, feel and content are consistent with The Shawnee Inn and Golf Resort brand identity.

### Qualifications and Experience

- High School Diploma
- Possesses knowledge of and desire to learn traditional marketing.
- Marketing, Communications, Business or Hospitality experience is preferred.
- Maintains excellent writing and language skills.
- Displays ability to effectively communicate information and ideas in written and video format.
- Exceeds at building and maintaining sales relationships, online and off.
- Team player with the confidence to take the lead and guide other employees when necessary. (ie: content development, creation and editing of content, and online reputation management).