

**JOB POSTING: Agency Administrator and Marketing Assistant - Posted October 17, 2016**

**BACKGROUND:**

Town Hall Brands is a full service agency specializing in beverage, food and hospitality. Services include strategy, branding and graphic design, packaging, media relations, social media outreach, and special events. With a specialization in beverage, food and hospitality, we deliver projects that inspire and celebrate the good life.

**OVERVIEW OF ROLE:**

The **agency administrator and marketing assistant** is responsible for providing administrative and marketing support. The person who takes on this newly-created position is expected to work both independently and as a team member to perform a wide variety of administrative support services, all of which contribute to the efficiency and professional operation of the agency.



In addition, this person will assist with various marketing tactics and tasks for Town Hall Brands’ clients, including the coordination of events.

**DETAILED JOB RESPONSIBILITIES (include but not limited to):**

**Administrative Support**

- To provide administrative support to the agency director (Leeann Froese) and team, in a fast paced office environment.
- Organize and maximize director’s time by proactively anticipating director’s needs and assisting in the daily planning processes.
- Responsible for calendar management with external and internal stakeholders.
- Update and maintain file systems, marketing material cataloging and contact lists.
- Compose and prepare routine correspondence for approval, signature and distribution.
- Handle confidential materials with utmost discretion, integrity and diplomacy.
- Schedule client and conference calls.
- Organize in-person meetings and handle all relevant logistics involved, such as: contacting participants, booking rooms, ordering catering, and more.
- Respond to inquiries via email, phone and mail, including: responding on behalf of Leeann Froese or appropriate team members at their request, or in their absence.

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- Open, sort, and distribute all incoming and outgoing mail and other correspondence.
- Prepare courier packages.
- Maintain an inventory of office supplies and orders as required.
- Maintain an inventory of client wines and other collateral in storage.
- Assist team in meeting deadlines for various tasks and projects as required.
- Handle all travel arrangements and itineraries for the director and other team members as well as assist with registration of conferences, workshops and other professional developmental events.
- Prepares correspondence that may be of a confidential nature, as directed.
- Completes special projects and other duties as required.
- Support new business development by assisting in the presentation and proposal/budgeting process. Write or assist in writing and distributing letters/emails for new business opportunities.
- Manage video and photography library.
- Provide ongoing recommendations to improve the efficiency and success of the company.
- Answer calls, take messages and provide information and quality customer assistance on behalf of Town Hall Brands.

## **Marketing Assistance**

### **Event Related**

- Budget, plan and execute events as it integrates with a media relations plan.
- RSVP, event logistics, and sourcing venue/other vendors.
- Provide detailed event timeline and post-event recap reports.
- Draft and negotiate budgets and scope of work on project proposals.
- Assist with on-site staffing as needed in the management and production of projects.

### **Advertising**

- Serve as first point of contact for incoming advertising cold calls.
- Maintain ad rate sheets and assist clients with ad purchase, booking, copy and production as required.

### **Other marketing related tasks**

- Complete projects and assignments in a timely manner and through collaboration with team.
- Provide marketing coordination that includes but is not limited to conducting industry research, website administration, writing and distributing newsletters, blogs and e-blasts; maintaining promotional materials inventory, administration of client and vendor contact lists, developing client event binders and utilizing them as a marketing tool.
- Coordinate client mailings, gifts and outreach.
- Coordinate community outreach and philanthropic initiatives.
- Participate in creative and brainstorming sessions with team.
- Assist with the production of marketing videos, in conjunction with production teams, such as, gather all necessary photos, videos, graphics, music and more.



## Qualifications

### Skills, Knowledge, and Abilities Required:

- Outstanding communication skills, both written and verbal.
- Professional business presence and acumen.
- Self-starter, high level of initiative and proven proactive thinker.
- Commitment to service (internal and external).
- Extensive comprehension of standard office administrative practices and procedures.
- Highly detail-oriented with superb organizational skills.
- Strong ability to multi-task with results-oriented mindset.
- Calm individual who can operate under pressure, deadlines and demands of a busy office.
- High-level proficiency in Microsoft Office Suite applications including Word, Excel, PowerPoint and Outlook. Preferably on both Windows and Mac platforms.
- Basic knowledge in Constant Contact, Mail Chimp, and Wordpress, or willingness to learn.
- 2-5 years of experience in an administrative role; 1-year experience in a marketing or communications role, or similar work experience.

The position entails doing a bit of everything, and is highly administrative, but there are challenges and projects to round out the work.

It is noted that there is a dog that works with the team in this open concept office, so those allergic to dogs may not wish to apply.

The salary is negotiable commensurate to experience, plus an available benefit package. The work is dynamic; working with the team and clients to do full on marketing, packaging, branding, PR and more. There is room to grow, but it would be earned. We hope to find a person who would like to grow with us.

If you want to work in east Vancouver with a small team of professionals, send us your resume with salary expectations.

Please send a cover letter and resume by November 18, 2016 to [Amy@townhallbrands.com](mailto:Amy@townhallbrands.com)

Only those selected for interview will be contacted.

Thank you for your time in reviewing the post for this position.

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