
Auburn University Job Description

Job Title: **Asst Mgr, 4H Marketing&Promot**

Job Family: No Family

Job Code: **CA17**

Grade MC08 \$45,000 - \$72,000

FLSA status: Exempt

Job Summary

Oversees marketing, coordinating, planning, evaluating, and reporting of bookings at the Alabama 4-H Center to include care and coordination of guest services while on property. Serves as an assistant to the 4-H Center Manager and serves as the Manager on duty during the Manager's absence.

Essential Functions

1. Expand client roster by building relationships with Extension and Non-extension clients to create repeat business and attract new sectors of business.
2. Provide first contact information through complete bookings, mailings, tours, follow-up calls, proposals and booking agreements through client planning and site satisfaction.
3. Work with clients to analyze needs and match the best solutions and accommodations possible.
4. Fulfill public relations plan and communicate the message of the 4-H Center to clients, leads and the community at large.
5. Research competitors' rates and services to keep offerings current.
6. Responsible for the dissemination and coordination of all booking information among all Center support staff.
7. Coordinates/directs guest services for all clients throughout their stay on property.
8. Directs all staff actions when acting as the manager on duty.

Supervisory Responsibility

May supervise employees but supervision is not the main focus of the job.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Communications, Marketing, Business or related field
Experience (yrs.)	4	Experience in marketing, sales, public relations, and/or event planning

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Knowledge of marketing concepts and principles, event planning and management, and hospitality management.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 10 pounds.

Vision requirements: Ability to see information in print and/or electronically, ability to distinguish colors.

Date: 4/13/2018
