

**ROWE CAMP & CONFERENCE CENTER**                      **03/05**  
**JOB DESCRIPTION**  
**MARKETING COORDINATOR/ADMINISTRATIVE ASSISTANT**

**INTRODUCTION**

Each person who works at Rowe helps to create the “Rowe Experience” for our guests. We work as a team to create the magic that is Rowe and each staff person holds a specific piece of that energy. The Marketing Coordinator is part of the office team and has primary responsibility for promoting our programs and supporting the Programming Director through administrative assistance. The atmosphere and environment provide an energy field that supports the work that is done in our programs. The vision is to create a professional, well-organized office that can provide personal service and help guests to feel known and respected. The loving service that we provide is reflective of who we are and what we value and is the greatest marketing tool that we have. For many guests, Rowe is their spiritual home.

This job description is filled with all the details of how that happens and may feel a bit overwhelming. It is important to remember that it is all the responsibility of the Marketing Coordinator/Administrative Assistant, but that it is carried out with the help of other people.

**SUMMARY**

The Marketing Coordinator/ Administrative Assistant is responsible for the marketing of all of our programs, supports the registration process for all camps and conferences, and provides administrative assistance to the Executive Director/Programming Director. The Marketing Coordinator is supervised by the Office Coordinator.

**RESPONSIBILITIES**

**MARKETING**

- A. Implement the marketing program developed to promote the full enrollment of all our programs.
- B. Design and arrange for printing of special flyers; distribute to special interest groups as appropriate
- C. Publicize and advertise programs; arrange for press releases
- D. Work with the web site technician in the design and maintenance of the web site
- E. Utilize e-mail access in promoting our programs
- F. Attend fairs and other marketing events as requested

G. Organize and distribute catalogues to the Multiple Flyer List, and make updates and changes as necessary.

H. Organize and distribute catalogues to the Church Mailing List, and make updates and changes as necessary.

I. Act as liason to Church Representatives

### **FRONT OFFICE RESPONSIBILITES**

A. Telephone answering responsibility during business hours (9 AM to 6 PM)

B. Check voice mail regularly, distribute messages, and return phone calls

C. Keep office area clean and well organized.

### **PARTICIPATE IN THE REGISTRATION FOR CONFERENCE CENTER AND CAMPS AS OUTLINED BELOW**

1. Enter registrations on computer
2. Send out confirmation packets
3. Assign rooms
4. Notify Development Coordinator of donations when enclosed with registrations
5. Note and communicate special food, housing, and transportation requests
6. Complete paperwork for cancellations and notify the Bookkeeper when refunds are needed
7. Update address/information changes on computer
8. Coordinate barter arrangements for work-exchange

B. Coordinate registration at start of each program

1. Prepare roster, attendance list, and room signs
2. Handle special conference requests
3. Greet campers and conferees and complete the registration
4. Provide coverage in the Front Office as scheduled on weekends.

### **REPORT TO BOARD OF TRUSTEES**

A. Participate in Board Committees: Marketing and Denominational Outreach

B. Attend board meetings when possible

## **SUPPLIES AND SERVICES**

- A. Responsible for ordering and return shipping of books purchased for conferences.

## **ADMINISTRATIVE ASSISTANT RESPONSIBILITIES**

Provide administrative support to the Executive Director/Programming Director as outlined below, or as directed.

- A. Typing, filing, photocopying and special mailings
- B. Coordinate special projects as assigned
- C. Keep a file of all workshop proposals and respond as directed

## **ALL STAFF REQUIREMENTS**

- A. Attend weekly staff meeting and community meeting.
- B. Help out during flyer parties, kitchen move, KP, and other community work and play projects
- C. Cook community meal every other week, or as necessary depending on staffing.

## **QUALIFICATIONS AND EXPERIENCE**

Skills Required: excellent word processing and editing skills, computer literacy, excellent, friendly phone presence, good people and supervisory skills, attention to detail, cheerful disposition, ability to stay focused and unperturbed in the face of constant interruption by phones and co-workers, multi-tasking ability a must.

Work Experience and Education Required: B.A. or B.S. desired, experience working with people in training or supervisory capacity, marketing and publishing experience helpful. Experience developing and using e-mail as a marketing tool is desirable.