

DIRECTOR'S CHOICE JOB DESCRIPTION

POSITION TITLE: Marketing Assistant

DEPARTMENT: Marketing

INCUMBENT:

REPORTS TO: Director of Marketing

SUPERVISES: N/A

STATUS: Regular Part-Time Non-Exempt

POSITION DEFINITIONS:

- **Regular Employees:** Employees hired to work on a regular basis for an indefinite period of time are classified as "regular" employees. Such employees may be either full-time or part-time
- **Regular Part-Time:** An employee working less than 30 hours in a work week on a consistent basis.
- **Non-Exempt Employees:** Non-exempt employees are employees who, because of the type of duties performed, the usual level of decision making authority, and the method of compensation, are subject to all Fair Labor Standards Act (FLSA) provisions including the payment of overtime. Non-exempt employees are normally required to account for hours and fractional hours worked. Non-exempt employees are paid at least minimum wage by the hour or fractional increments of hours.

Non-exempt employees must be compensated for all hours worked overtime at the premium (time-and-one-half) rate of pay. All states have this requirement for overtime hours as a result of the FLSA and its Fair Pay revisions of August, 2004 which take precedence over state laws

BASIC FUNCTION:

Proactively generates new business by contacting and qualifying identified potential clients through phone calls and emails.

RESPONSIBILITIES/TASKS:

Note: Some descriptions may have more specific duties and/or goals and objectives attached to this form. Such attachments normally reflect unique aspects of specific locations, shifts, departments, etc.

1. Actively call and solicit potential clients
2. Engage prospective clients on the phone to qualify the client's ability and interest in travel or festival performance.
3. Write engaging emails and voicemail scripts to hook potential clients and begin the sales process
4. Communicate qualified leads with Director of Marketing and Director of Sales so the leads may be assigned to the appropriate Travel Consultant
5. Monitor qualified leads to ensure a Travel Consultant has made contact, created a proposal, and registered the lead.
6. Print their own commission report regarding client quotes and leads generated, is responsible for confirming the information, and must turn the report in to the Director of Marketing by the first (1st) day of the month
7. Participate in Marketing team and company-wide meetings
8. Answer phones and promptly respond to requests for information
9. Responsibly set, implement, and regularly maintain a declared work schedule for consistent availability to customers and coworkers
10. Develop and maintain ongoing knowledge of Director's Choice products and services
11. Effectively communicate Director's Choice mission, values, vision, products and services to potential clients
12. Ensure all required documentation is maintained and submitted within time frames
13. Assist with entering and cleaning data in database
14. Work closely with Director of Marketing to gain insight on various strategies being used in an effort to increase the volume of incoming leads
15. Contribute to marketing campaigns, conventions, and daily duties by helping with given tasks
16. Assist with all Director's Choice departmental projects during conference weeks as needed
17. Participate in the philanthropic strategy of The Foundation for Music Education and secondary duties associated with replicated efforts within the company
18. Continue with professional development by participating in required training sessions, sales meetings, and company meetings
19. Participate in employee conferences and reviews
20. Maintain compliance with all Director's Choice policies, procedures, regulatory requirements and laws as stated now or as amended
21. Work successfully as part of a team and responsible for developing and maintaining strong working relations with co-workers
22. Ensure work center is maintained in a safe, clean, healthy and attractive manner
23. Perform special assignments, projects and other duties as needed and assigned
24. Seek additional tasks and duties as needed when projects and assignments are completed

Numbers 2 thru 7 are considered primary functions of the job.

POSITION REQUIREMENTS, KNOWLEDGE, SKILLS, EXPERIENCE & ABILITIES:

Note: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.

1. Required High School Diploma or GED. Preferred some college
2. Preferred call center or sales experience but will train
3. Experience in music education
4. Requires some experience with computers
5. Requires understanding and ability to use simple arithmetic and grammar with accuracy Equivalent to knowledge normally acquired through four years of high school
6. Requires ability to speak, read and write English professionally
7. Ability to communicate effectively both orally and in writing
8. Requires ability to understand and carry out detailed oral and written instructions
9. Requires ability to speak clearly and make self understood effectively in face-to-face interactions; articulate with accuracy to communicate using the phone
10. Requires ability to present and communicate in a professional manner
11. Requires ability to engage others in conversation to discover information
12. Requires ability to receive verbal instructions, answer phones, etc. with some background noise, and ability to work with frequent interruptions and in stressful situations
13. Position requires ability to differentiate tones and volumes in conversations
14. Ability to handle and/or successfully interact with a variety of adults with a range of personalities; maintain confidentiality
15. Requires ability to handle multiple tasks, be energetic, have good organizational skills and good time management skills
16. Position requires ability to perform duties with minimal to moderate supervision Supervisor is usually available. Most tasks are governed by standard practices; however, some are not. Innovative thinking is required
17. Requires initiative to ask questions to clarify instructions and/or directives
18. Personality attuned to the requirements of meeting needs of the position and ability to establish and maintain effective working relationships with other employees and the public
19. Requires ability to manage time and logistics effectively
20. Requires ability to set, implement, and regularly maintain a declared work schedule for consistent availability to customers, vendors, and coworkers
21. Requires ability to concentrate on fine detail with frequent interruption; ability to focus attention on tasks for 45-60 minutes at a time on a continuous basis
22. Work deals mostly with people, objects, and equipment in a general setting. Depth perception and field of vision are important
23. Position requires bending, stooping, twisting, turning, reaching, lifting, carrying, pulling, pushing, climbing and kneeling. Sits approximately 75-100% of shift
24. Requires ability to grasp, pull, push, carry or otherwise manipulate objects; ability to perform tasks requiring action of muscles or groups of muscles and foot and/or hand-eye coordination
25. Requires the ability to use up to 50 pounds of force occasionally, and/or up to 20 pound of force frequently, and/or up to 10 pounds of force continuously to move objects

26. Must have sufficient good health to properly discharge duties. Employees shall not be permitted to work who have infectious disease or skin lesion for the duration of the communicability

POSITION CRITICAL SKILLS

Note: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.

Specific critical skills required for the job.

1. **Self-management**. Demonstrate self-control and an ability to manage time and priorities. Make sound decisions even under pressure
2. **Communication**. Clearly express ideas, both verbally and in writing, to include but not limited to: grammar, organization, and structure
3. **Willingness to Learn**. Assimilate and apply new job-related information promptly
4. **Exercises Discretion**. Discerns appropriate information to be shared with clients, vendors and co-workers
5. **Ethics & Integrity**. Consistently earn the trust, respect, and confidence of coworkers and clients through consistent honesty, forthrightness and professionalism in all interactions. Includes meeting commitments and promises

POSITION CRITICAL BEHAVIORS:

Note: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.

Specific critical behaviors required for the job.

1. **Team player**. Work effectively with others in the organization and outside the formal lines of authority (i.e., peers, other departments, senior management, etc.) to accomplish organizational goals and to identify and resolve problems. Includes considering the impact of your decisions on others
2. **Critical Thinking**. The ability to actively and skillfully conceptualize, apply, analyze, synthesize, and/or evaluate information as a guide to belief and action
3. **Self-starter**. Demonstrate initiative to take action to achieve goals beyond what is necessarily called for. Includes the ability to work in a less structured environment
4. **Client Service Orientation**. Make efforts to listen to and understand the client (both internal and external), anticipate client needs and give high priority to client satisfaction
5. **Self-Confidence**. Demonstrate initiative, confidence in oneself, resiliency and a willingness to take responsibility for personal actions. Have the courage to voice views that are unpopular

6. **Thoroughness.** The ability to balance an attention to detail with the cost and benefit of doing so
7. **Adaptability.** Maintain effectiveness in varying environments. Tasks and responsibilities or with various types of people. Stay agile in the face of change

Note: Director's Choice complies with all the employment provisions of the Americans with Disabilities Act.

REGULAR PART-TIME NON-EXEMPT BENEFIT / PAY/ OVERTIME PAY / HOLIDAY AND SEVERE WEATHER STATEMENT:

1. **Benefits.** The benefits described in the Director's Choice, LLP Employee Manual apply only to regular full-time employees. Part-time, non-exempt employees are not eligible for any benefits described in Director's Choice Employee Manual, except to the extent required by provision of state and federal laws.
2. **Non-Exempt Employee Pay Guidelines.** *Hours Worked is defined as any work conducted on the company's behalf **inclusive of** accessing job-related emails, running errands and conducting business outside of work hours.* All non-exempt employees are paid an hourly rate for hours actually worked in a two-week pay period.
3. **Non-Exempt Overtime Pay.** Regular Part-Time Non-Exempt employees will be paid overtime pay for all hours worked over forty (40) hours in a workweek. Overtime pay will be equal to one and one-half times the employee's regular hourly rate. Overtime pay will be calculated and paid in accordance with the Fair Labor Standards Act guidelines. Regular Part-Time Non-Exempt employees ***may not*** work overtime without advance permission from their supervisor or a member of the Administrative Management Team. Failure to receive authorization before working overtime will lead to disciplinary action up to and including termination of employment.
4. **Holidays.** Director's Choice is closed for business on the following holidays and dates. Regular Part-Time Non-Exempt employees ***are not*** eligible to receive pay for these holidays and dates. The following mandated days closed are:

January 1	Labor Day	December 24 thru December 31
Memorial Day	Thanksgiving Day	
June 29 thru July 4	Day after Thanksgiving	
5. **Severe Weather and Emergency Conditions.** In the event of severe weather conditions or other emergencies, the employee is expected to report to work in the safest manner possible and within a safe, reasonable time frame. If the Non-Exempt employee chooses to take off from work due to severe weather or the Owner or Chief Executive Officer deems it necessary to close for the entire day it will be unpaid.

Non-Exempt employees are required to punch in on the FingerTec system which is the official time clock that generates the non-exempt employee's time worked records. The total hours are used to calculate the employee's payroll.

The purpose of Director's Choice job descriptions is to describe the basic function, major responsibilities/tasks and essential functions of each job so that employees can better know what is expected of them. The descriptions also provide information useful for recruiting, training and performance appraisal. This document does not create an employment contract, nor does it modify the at-will employment status of all employees.

A job description is not meant to inhibit employee creativity or innovation. The description will be revised as job responsibilities change materially at which time a new job description will be signed and will supersede the old job description.

I acknowledge that I have read this job description and any questions or concerns have been asked and answered to my satisfaction. I acknowledge that I can perform all of the essential functions of this job. I acknowledge that I thoroughly understand the requirements of this job.

Employee Printed Name

Employee Signature

Date

Supervisor's Printed Name

Supervisor's Signature

Date