



Georgetown/Scott County Tourism is seeking a highly organized and detail-oriented **Administrative Marketing Assistant** to support our marketing initiatives and daily operations. This role involves assisting with promotions, community partnerships, and office administration to help showcase the best of Georgetown and Scott County. Ideal candidates should have strong communication skills, attention to detail, and a passion for tourism.

To apply, please submit your resume and cover letter to tourism@georgetownky.com by April 15, 2025, to be considered for the position.

About Georgetown/Scott County Tourism Commission

The Georgetown/Scott County Tourism Commission promotes Georgetown and Scott County, Kentucky, as a premier travel destination and supports local attractions, activities, and events that foster overnight visitors. Through strategic marketing and community partnerships, we strive to enhance visitor experiences and support economic growth in the region.

Georgetown/Scott County Tourism Commission
Administrative Marketing Assistant Job Description
Full Time | Entry Level Position

The Administrative Marketing Assistant shall:

Tourism Office Responsibilities

- A. Welcome visitors and distribute informational materials at the Tourism office.
- B. Answer telephone inquiries, take accurate messages, and assist callers with tourism-related questions.
- C. Support special assignments in the Tourism office as directed by the Executive Director and/or Associate Director.
- D. Ensure the brochure rack is well-stocked with up-to-date materials.
- E. Maintain Gift Shop and Inventory.
- F. Prepare and distribute tourism materials to hotels and downtown.

Celebrate Georgetown

- G. Act as the primary liaison between Tourism and Celebrate Georgetown.
- H. Attend and actively participate in Celebrate Georgetown meetings.
- I. Assist in the planning, development, and execution of Celebrate Georgetown events.
- J. Maintain regular communication with Celebrate Georgetown through email, Facebook, and in-person interactions.

Communication and Marketing

- K. Update information on websites, social media platforms, and event calendars.
- L. Assist with additional Events.
- M. Assist in creating compelling and engaging social media content.
- N. Support the creation and distribution of the Tourism Newsletter.

Administrative Tasks

- O. Enter data for reports and maintain accurate records.
- P. Maintain a database for generated leads.
- Q. Perform clerical tasks such as filing and drafting correspondence.

Additional Responsibilities

- R. Attend additional meetings as needed
- S. Proactively suggest improvements to procedures and initiate new projects.
- T. Develop and expand knowledge of Georgetown/Scott County, the Bluegrass Region, and Kentucky to better assist visitors.
- U. Utilize software such as Microsoft Office, Adobe Cloud, Canva, and other tools as needed.
- V. Maintain the cleanliness and appearance of the Tourism office, including tasks like cleaning, dusting, vacuuming, and watering exterior plants.

- W. Attend in and out of state conferences as directed by the Executive Director.
- X. On occasion driving a personal vehicle may be required with reimbursement for mileage at the current Federal mileage rate.
- Y. Maintain a flexible schedule, including availability for weekends and occasional evening hours when required.
- Z. Perform other duties as assigned.

Examples of duties or responsibilities are not to be construed as describing all of the duties of the position and are not to be construed as limiting the Executive Director or the Tourism Board's ability to add to or otherwise alter the duties of the position. This is a full-time position.

Work Environment: Be on duty during normal business hours (Monday-Friday, 9:00 a.m.- 5:00 p.m.) and maintain an office schedule which will, within reason, make him/her accessible to the Executive Director, Associate Director, Commissioners, general public and other business contacts.

This position is based in an office setting, which involved a combination of sitting, standing, and occasional stooping. The role also requires the ability to lift light objects weighing less than 25 pounds.

Work Evaluations: Performance reviews for this position will be conducted after the first six months, followed by evaluations every three months thereafter.

Desired Skill Set

- Education – minimum associate’s degree, BS or BA preferred in business or marketing – related job experience can be considered in lieu of education
- Basic computer skills – MS Word, MS Excel, MS Power Point, and MS Outlook
- Computer Software – accounting software such as QuickBooks and design software such as Photoshop
- Social media – Facebook, YouTube, Twitter, and Other
- Familiar with interpreting web analytics and metrics
- Communication
 - Interpersonal communication skills
 - Public speaking
 - Writing skills
 - Business writing
 - Creative writing
 - Copy writing
 - Proofreading
 - Developing and maintaining media contacts
- Self-management/time management
- Plan and organize tasks/projects
- Collaborative

- Networking
- Research
- Stress management
- Basic accounting
- Self motivated
- Customer service oriented