

**JOB DESCRIPTION
ADMINISTRATIVE ASSISTANT
TO THE MARKETING DIRECTOR OF THE
PARK COUNTY TRAVEL COUNCIL
MARCH, 2017**

OVERVIEW

The Administrative Assistant to the Park County Marketing Director shall assist the Park County Marketing Director and represent the Marketing Director, when necessary. The Assistant to the Park County Marketing Director is supervised by the PCTC Marketing Director according to the Partnership Agreement between the Cody Chamber and the PCTC and is otherwise employed under the guidelines set forth in the Chamber Employee Handbook. This job description is not intended to be an exhaustive list of responsibilities and duties and the Administrative Assistant to the Park County Marketing Director may be required to perform other functions as directed by the Marketing Director.

AREAS OF RESPONSIBILITY

❖ **FINANCIAL**

- Prepare the monthly Unified and Administration expense vouchers and board packet materials for board meetings.
- Post financial activity in workbook and assist in all bookkeeping requirements of the PCTC as directed by the Marketing Director.

❖ **MEETINGS/SEMINARS**

- Obtain pertinent newspaper press clippings for sharing with the board at board meetings.
- Work with Director to generate and email PCTC board packet information and inform the media of monthly PCTC meetings.
- Attend all board meetings and take Minutes. Email prior month's signed Minutes to Park County Commissioners.
- Work with the Cody Country Chamber of Commerce in organizing and implementing the annual National Parks Day program: invitations, reception, meetings and Cody Club luncheon.
- Secure venue, arrange meal and create Powerpoint and all necessary information for board retreat.
- Prepare Grant Notebooks and deliver to board. Secure location and catering for and attend Grant Hearings.
- Assist in organizing such programs and seminars as are necessary to properly educate local businesses about tourism trends and marketing.

❖ **REPRESENT**

- Represent the Marketing Director at local, county and state meetings when necessary.
- Represent the Marketing Director at industry trade and travel shows when necessary. Create spreadsheet of appointment contacts and send out all follow-up information.

❖ **CLERICAL**

- Generate monthly inquiry and statistics reports.
- Oversee office supplies inventory and purchases.
- Responsible for maintenance of all administrative and grant files specific to the Park County Travel Council.
- Develop and maintain the computer database for all Park County accommodations, attractions and tourism-related organizations.
- Gather information for the county-wide calendar of events.
- Prepare Press Kits for VIP visitors (travel writers, tour operators, etc.) to Park County.
- Assist with the development of itineraries and arranging accommodations and activities for press tours and industry familiarization tours.
- Assist the Marketing Director with convention bids and convention/meeting or event group planning. This may include obtaining facilities, materials, activities and other needed services.
- Assist the Marketing Director with public relations and the preparation of the PCTC Annual Report.

❖ **PUBLICATION/INFORMATION PRODUCTION & DISTRIBUTION**

- Track and generate address labels from website and magazine inquiries.
- Monitor and maintain BBYC vacation guide and brochure inventory.
- Send update information out for annual revisions of the insert in the BBCYC vacation guide. Work with Ad Agency on implementing all revisions.
- Update Press Guide, Facilities Inventory, Group Travel Planner and Education Packet as necessary.
- Manage and assist in brochure revisions (Historical Attractions Guide, Scenic Drives, Guest and Dude Ranch Directory) and reprints.
- Contact and gather rack cards for participating partners in PCTC rack card distribution. Supply rack cards to distributors.
- Prepare and mail vacation guides to AAA offices, regional Chambers of Commerce and Visitor Centers.

❖ **WEBSITE/SOCIAL MEDIA**

- Approve and forward suggested posts to webmaster for social media.
- Maintain the Park County Travel Council website which includes updates, news releases, images, general information and calendar of events.
- Respond daily to visitor questions from website.
- Update calendar of events on Wyoming Office of Tourism website.