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## Marketing Administrator & ID Studio Assistant

August 2021

Are you creative AND detail-oriented? Do you enjoy a fast-paced job where no two days are alike? The **Marketing Administrator & ID Studio Assistant** will play a critical role at 4 Forty Four, supporting two departments in the day-to-day operations of their initiatives. Your primary responsibility will be administrative support for the Marketing, Client Experiences, and Interior Design teams. This is a Full-Time, Year-round, 45 hour/week, position. 4 Forty Four is a Residential and Commercial Design-Build firm in Blowing Rock, NC. The Marketing Administrator & ID Studio Assistant will report to Laura Edmonds, Marketing Specialist & Job Developer.

### Key Responsibilities Include - but are not limited to:

- Marketing and Client Experiences Administration:
  - Create and schedule weekly social media content
  - Implement basic website updates
  - Draft language for use on website/blogs/social media
  - Monitor digital presence and correspond as needed
  - Maintain photo and content database for company
  - Process marketing requests and invoices
  - Support the marketing administration needs of other teams to include Real Estate, Commercial, Design-Build and Interior Design
  - Assist in photoshoot prep and execution. Afterwards, process and organize content
  - Maintain up-to-date portfolio on Houzz
  - Facilitate the proper marketing set-up of new employees to include email signature, icon, photo, and website bio
  - Regularly reconcile department expenses against original budget and provide updates to department head
  - Assist with the data-entry requirements for marketing dashboard reporting
  - Coordinate and administer quarterly Client Experience survey emails; including drafting language for review, coordinating contact list, creating emails, logging responses, and reporting on findings
  - Perform errands for Marketing or Client Experiences as directed by supervisor
  - Serve as quality-assurance check for external Client Page in BuilderTrend, following guidelines outlined by the Client Experience team.
  - Serve as quality-assurance check for internal client-experiences related items in BuilderTrend, to include tracking to-dos, proper data-entry of client information and monitoring of accuracy of jobs for the purpose of an informed Client Experiences team.
  - Assist in creating client gifts and development of program

- Provide direct administrative support to the VP of Marketing including: email correspondence, calendar maintenance, printing, scanning, note taking, data-entry, errands, placing orders, making payments, and any other administrative tasks as directed
- Create client packets for client orientation meetings
- Interior Design Studio Administration:
  - Provide direct administrative support to the C.O.O. of Interior design including: email correspondence, calendar maintenance, printing, scanning, note taking, data-entry, errands to pick up or return samples, creating client binders, placing orders, make payments and any other administrative tasks as directed
  - Monitor department task-list and update daily, then archive all department completed tasks each Friday. Proactively prompt team-members to stay on deadline.
  - Attend and document weekly huddle meetings
  - Oversee pillar shared resources including the interiordesign@4fortyfour email account, office printer, and ID shared drive
  - Create weekly reports for department head outlining contracted hours spent and remaining per job
  - Assist with creating new contracts and processing related paperwork with the 4 Forty Four office staff
  - Manage orders with vendors, from packing the order, tracking delivery, inspecting delivered packages, turning in receipts, and communicating the progression with the team. Track orders and lead times by contacting sales reps, receiving warehouses, etc. Ensure each job's order tracker is up-to-date at all times
  - Receive clients into the Design Studio with hospitality and positivity
  - Serve as "front desk" for Unit H, including fielding phone calls and visits
  - Provide efficient and accurate data entry as directed by the Design Team
  - Meet vendors at job-sites to include receiving deliveries, facilitating measurements, or other administrative design needs
  - Office maintenance: assist in keeping the office clean with the perspective of clients and guests at the forefront of your work. This requires occasional sweeping, taking out the trash, re-filling hand soaps, spot mopping, etc.
  - Office supplies and purchasing: Consistently keep all supplies stocked up. For example: Toilet paper, ink, hand towels, paper, etc.
- Attend weekly huddles for Marketing/Client Experiences and ID Teams

**Ideal Characteristics:**

- Detail-oriented, highly organized & a personal commitment to accuracy
- Proactive with the high capacity to notice
- Creative
- Must have the ability to multi-task and maintain a positive attitude
- Strong time-management skills
- Ability to provide exceptional customer service
- Computer savvy
- Relational team player
- Strong communicator and collaborator, both written and verbal

**Leadership and Growth Responsibilities:**

- Must be able to work strategically with limited supervision
- Understand and model the company's positive culture and core values
- Collaborative, teachable, and model a high level of professionalism
- Effective with receiving delegation and clearly defined expectations

**Education and Experience Required:**

- 3+ years of experience in Administrative Assistance, Marketing, or Interior Design
- Bachelor's degree or relevant work experience
- Must have a valid driver's license with access to independent transportation
- Highly proficient Computer Skills including Google Suite, Digital Organization and typing
- Marketing / Social Media experience is a plus
- Interior Design experience is not required

**STW (Simple Things Well)**

- Punctual and professional time management
- Creative collaboration within company
- Walks with humility and respect for others, always looking for ways to help those around him/her
- Understands approachability, allowing others to bring ideas/concerns to attention
- Understands and models the "3 Stages of Team Engagement"