

Marketing Associate Description and Agreement

Qualifications

- a. Meet all the requirements of a Volunteer at the Marine Gift Shop.
- b. Ability to supervise volunteers.
- c. Experience with website maintenance, photography and social media management preferred.
- d. Familiarity or ability to learn Canva, Mailchimp, later.com and other marketing tools as needed.

General Responsibilities

- a. Report to the Marketing Manager.
- b. Read and sign this Marketing Associate Description (to be kept in the Personnel file).
- c. Schedule at least two full shifts per week and one full Saturday a month.
- d. Be available to work shipments, special events and inventory.
- e. Attend all scheduled Marine Gift Shop Associate and Volunteer meetings.
- f. Notify Assistant Manager or Volunteer Coordinator when unable to meet work commitment and communicate any planned leave.
- g. Adhere to the Marine Gift Shop dress code while working in the Marine Gift Shop.
- h. Comply with regulations outlined in the Marine Gift Shop Standard Operating Procedures.
- i. Complete cash register training and be competent in usage.

Specific Responsibilities

- a. Be familiar with the Marketing Manager's job description and responsibilities.
- b. Utilize Publisher software, Microsoft Office, Canva, photography and photo editing, web page maintenance and social network sites to assist the Marketing Manager with those platforms.
- c. Be knowledgeable about Marine Gift Shop inventory in order to answer customer and volunteer questions.
- d. Work with the Marketing Manager to create a marketing plan for each shipment to ensure available merchandise is advertised effectively.
- e. Follow the guidelines which have been set for marketing and branding, adhering to themes and font styles.

Associate

Date

Director of Operations

Date