



OPEN JOB ANNOUNCEMENT

Marketing Associate

ANNOUNCEMENT NO.: 2032
DATE POSTED: June 06, 2019
CLOSING DATE: June 21, 2019 (COB)
Pay Grade: F PAY RANGE: \$23,171.00 - \$34,757.00

Position Title: Marketing Associate

Reports to: Director of Global Marketing

Summary: This position provides administrative and secretarial support to the Administrative Assistant.

Qualifications/Requirements:

- Two years of experience in typing and office clerical work and completion of courses in business English, advance typing and office practices; or
- Any equivalent combination of experience and training which provides the minimum knowledge, abilities and skills.
- Valid U.S. passport and driver's license.

Essential Functions:

This is complex typing and clerical work. Employees in this class type complex materials generally involving varied spacing arrangements, foreign or specialized language, and extensive changes and insertions. Work requires the use of judgment as to form, and arrangement of typewritten material and correct punctuation, spelling and grammar. Clerical work involves complex and varied procedures and processes.

Types correspondence, memorandums, reports, and related materials; reviews typed materials for accuracy of grammar, spelling, punctuation, format and placement; drafts routine correspondence. Maintains files; inventories office supplies and equipment; maintains records of activity funds; compiles statistical data and prepares periodic statistical reports; coordinates the processing and handling of incoming and outgoing mail. Receives office callers and refers them to appropriate personnel; answers questions or inquiries for routine information. Maintains records and prepares reports. Performs related duties.

- Maintain inventory of marketing warehouse and promotional items - this includes a detailed monthly inventory spreadsheet, distribution of promotional items to marketing staff, overseas offices, media familiarization groups and all others as instructed by the Director of Global Marketing.
- Manage and maintain inventory of promotional items and booklets in the Director of Global Marketing office, Marketing Associate workstation and designated marketing cabinets.
- Tasked by Director of Global Marketing to be the main person responsible for and manage all solicitation and orders of promotional items locally and with overseas offices from inception to final stages - this includes a minimum of three vendor quotations as required by Government procurement law, review and submission of a requisition to the accounting department. Provide purchase order to selected vendor and/or overseas office, coordinate delivery with vendor or overseas office and/or chosen freight forwarder, oversee delivery of items and ensure proper placement in the marketing warehouse, contact vendor to notify deliverables were received, receive and submit invoice to responsible Marketing Manager/Marketing Coordinator, contact vendor for payment (to be mailed or picked up at GVB).
- Tasked by the Director of Global Marketing to be the main person responsible for and manage solicitation and coordination of all global media and overseas marketing representative's hotel, rental car and other accommodations from inception to final stages

- this includes master compilation of all international media from overseas markets including international media's personal information, travel schedule and preferences.
- Solicitation to all GVB member hotels, rental car companies and all other vendors to fulfill required media accommodations, collect and organize quotation responses, review, submit for approval, forward approved purchase orders to respective vendors and ensure all requirements are met, follow up on invoices and submit to responsible Marketing Manager/Marketing Coordinator.
- Manage the procurement of a wide range of services, materials and equipment for the marketing department - this includes a minimum of three vendor quotations as required by Government procurement law, review and submission of a requisition to accounting department. Provide purchase order to selected vendor, coordinate delivery and ensure proper placement in marketing warehouse or at marketing events, contact vendor to notify deliverables were received, receive and submit invoice to responsible Marketing Manager/Marketing Coordinator, contact vendor for payment (to be mailed or picked up at GVB).
- Manage Microsoft Excel and Customer Relationship Manager (CRM) databases to include yearly fiscal master database per overseas market, locally, WWII Liberator, international media and all other contacts made through the marketing mission.
- Tasked by the Director of Global Marketing to distribute local press releases to international contacts and all other related contacts.
- Manage and coordinate yearly order of GVB calendar - tasked by the Director of Global Marketing to provide input of design and ensure correct holidays for local and overseas markets, forward to the Director of Global Marketing for review and input, mail final copy to WWII Liberator, selected Director of Global Marketing contacts and distribute to committee members and all others as instructed by the Director of Global Marketing.
- Maintain yearly calendar of local and overseas official holidays.
- Manage, coordinate and distribute yearly Christmas and New Year card mail out and/or e-card.
- Manage uniform and event t-shirts; ensure each GVB staff is provided with proper size.
- Manage purging of past marketing department files - this includes scheduled appointments with Marketing Managers/Marketing Coordinators, assisting in review, organizing and purging of files, scan and keep necessary files.
- Manage and update the Guam sales kits and media kits including statistics, videos and all other updated information, prepare kits as requested by GVB staff.
- Manage and prepare welcome packets and gift bags for visitors, global media, special guests and events - coordinate delivery to designated venue, ensure welcome packets and gift bags are received.
- Responsible for the preparation and orders of VIP gifts and special leis.
- Maintain master collection of the marketing department's booklets, brochures and collection of news articles as instructed by the Director of Global Marketing.
- Maintain collection of photos provided by overseas representatives and global media.
- Provide required GVB brochures, maps and guides to GVB reception for visitors.
- Coordinate and oversee annual Shop Guam Festival (SGF).
- Manage procurement of collateral, secure offers from vendors and conduct follow-up calls, create and prepare templates and labels for SGF collateral, provide input on design, collateral and mobile application and review for accuracy of grammar, spelling, punctuation, format and placement, coordinate training with liaison, vendors and assist in deliveries, keep accurate inventory of collateral before and after the festival, prepare and keep master log of expenditures, maintain master file binders.
- Prepare for overseas marketing missions and local marketing events - this includes, but is not limited to the preparation, packing and labeling of promotional items, media and/or sales kits, and commercial invoices; ensure suitcases are properly labeled and does not exceed the maximum weight limit.
- Tasked by the Director of Global Marketing to be official transcriber of all marketing department staff meetings, prepare typed report, provide to the Director of Global Marketing for review and keep file of approved copies.
- Oversee inventory and shipments to the USA warehouse - this includes communicating with North America representatives, securing an airfreight forwarder for shipment and ensuring shipment is delivered to warehouse, keep copies of updated warehouse inventory (provided by warehouse vendor) and file accordingly.

- Manage and coordinate the translation of required materials and/or documents from the overseas offices, collect and maintain copies and provide materials and/or documents when necessary.
- Guide and provide clerical advice and support to seasonal interns, develop intern projects, provide evaluation and input upon completion.
- Attend and provide support for seminars and training.
- Prepare and create reports and templates as instructed by the Director of Global Marketing, provide research and insight for specific marketing projects.
- Create and prepare certificates for completion of seasonal interns, certificates of appreciation and certificates of participation.
- Assist with PATA Micronesia Chapter - this includes the preparation of member certificates, appreciation certificates, packets and gift bags, mail out and distribution of certificates, prepare and review committee meeting minutes, assist in preparation of meeting venue when hosted on Guam to include refreshments, travel arrangements, meeting documents and coordination of logistics.
- Manage inventory of t-shirts, uniforms, materials, brochures and all other items for the PATA Micronesia Chapter.
- Frequently provide airport transfer services for marketing personnel attending overseas missions.
- Deliver marketing material, promotional items, welcome gift bags and packets when GVB Courier/Messenger is not available.
- Occasionally update the Director of Global Marketing contacts online and on electronic device.
- Occasionally help with the Director of Global Marketing errands.
- Fill in for the Administrative Assistant (Marketing) when absent - this includes preparing the Director of Global Marketing for meetings, maintaining written and online calendar, scheduling appointments, maintaining contact database on electronic device and online, printing of documents, preparing for marketing missions (binder and electronic), updating overseas mission calendar, collecting, reviewing, submitting and scanning department timesheets, attend meetings and perform all other duties instructed by the Director of Global Marketing.

Knowledge, Skills & Abilities:

- Knowledge of business English, spelling, punctuation and grammar.
- Knowledge of standard office practices, procedures and equipment.
- Ability to organize and type lengthy and complex reports, correspondence and other materials in proper format and style and to make moderately involved changes.
- Ability to learn and apply organizational and procedural changes.
- Ability to learn and operate standard office machines and equipment.
- Ability to work effectively with employees and the public.
- Ability to communicate effectively, orally and in writing.
- Ability to maintain records and prepare reports.

Key Competencies:

1. Technical Capacity
2. Personal Credibility
3. Thoroughness
4. Collaboration Skills
5. Communication Proficiency
6. Flexibility
7. Interpersonal Relations
8. Problem Solving

Supervisory Responsibility:

This position has no supervisory responsibilities.

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands:

- This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.
- This position involves activities related to setting up meetings, meeting functions and facilities.

Other Duties:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Interested internal and external applicants may pick up and/or submit a GVB job application at/to the GVB Main Office, 401 Pale San Vitores Road, Tumon, Guam 96913 between the hours of 8:00 a.m. to 5:00 p.m., Monday through Friday, except designated holidays. Applications will be available online at the GVB website. For further or additional information please call the GVB office at: 1 (671) 646-5278. GVB requires pre-employment drug testing.

GVB is an Equal Opportunity Employer and a Drug Free Workplace