

GREAT SMOKY MOUNTAINS INSTITUTE AT TREMONT POSITION DESCRIPTION

POSITION TITLE: Public Relations Assistant

Reports to: Public Relations/Development Director

Job Status: (hourly)

Category: (non exempt)

Classification: (Regular full time)

PURPOSE OF POSITION

Assists with duties associated with public relations (PR) and information technology (IT) for Great Smoky Mountains Institute at Tremont.

KEY AREAS OF RESPONSIBILITY

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them if the work is similar, related, or a logical assignment for this position. Other duties may be required and assigned.

Public Relations

Provides assistance with PR and development projects including but not limited to: research, graphic design, copy writing, special events. Serves as liaison with the media and PR firms.

Writes, submits, and tracks press releases. Monitors PR success and modifies plans accordingly; writes for and serves as backup for bi-monthly electronic newsletter.

Serves as Webmaster for www.gsmit.org including design, layout and day-to-day maintenance, including coordinating updates and suggesting and implementing new technology.

Plans distribution of annual program brochure and other related mailings.

Assists with development duties as needed.

Carries out special administrative projects independently or in collaboration with other staff as directed.

Performs clerical tasks including but not limited to: handling incoming and outgoing PR and IT related correspondence; preparing outgoing correspondence, maintains applicable financial and administrative records; designs and prepares bulletin boards and other displays; copies documents; completes various forms, reports, correspondence, lists, schedules, packets, or other documents.

Information Technology

Develops and maintains IT budget.

Maintains computers and computer network, evaluating needs and troubleshooting problems.

Responsible for installation of new hardware and software.

Trains other staff in use of computer network, word processing program and e-mail.

ADDITIONAL RESPONSIBILITIES

Provides assistance to other employees or departments as needed.

May operate a motor vehicle to run errands or conduct other work activities.

MINIMUM QUALIFICATIONS

Experience and Education: Bachelor's degree and 1 – 3 years of business, public relations or marketing experience or equivalent. Desired: Experience with ad placement, negotiating rates, 2 years experience in a support role with proven communications skills or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Performance Aptitudes:

COMMUNICATION SKILLS: Requires the ability to listen well, speak clearly and express thoughts effectively and professionally. Requires conveying information through nonverbal communications.

COMPUTER SKILLS: Requires the ability to work in a Mac environment, with a strong knowledge of MS Office, FileMaker Pro, Adobe Creative Suite, and e-mail. Must have ability to calculate and/or tabulate data.

INITIATIVE: requires the ability to influence events rather than just accept them.

PLANNING, ORGANIZATION, AND PROBLEM SOLVING: requires the ability to establish and translate plans for the department that are consistent with goals and priorities. Needs to be detail oriented and have ability to follow through on projects. Must be able to multitask.

SAFETY: requires the ability to monitor and model safe work habits.

SITUATIONAL REASONING: Requires the ability to exercise judgment, decisiveness and creativity in situations involving a variety of generally pre-defined duties that are often characterized by frequent change.

TEAMWORK: requires the ability to communicate, support, and cooperate with others to achieve company goals.

Vehicle Utilization: Requires possession and maintenance of a valid driver's license.

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but may involve some lifting, carrying, pushing and/or pulling of objects and materials of medium weight (40-60 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

The Great Smoky Mountains Institute at Tremont is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the Association will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.