



MARKETING ASSISTANT

Are you an outgoing and organized college Sophomore or Junior looking to enhance your marketing experience and get involved in events, concerts, UMBC Volleyball & Basketball Game Days? Do you enjoy working at live events and interacting with others? At the Chesapeake Employers Insurance Arena, you will have the opportunity to learn how to execute marketing plans at live events to create a positive guest experience!

JOB DESCRIPTION:

As a Marketing Assistant, you will be responsible for executing event day marketing plans, including operating marketing tables, providing high quality customer service for our VIP experiences, execution of grassroots promotions and social media content creation. While coordinating marketing plans you will be expected to design, print, and hang flyers around the venue, talk to patrons about upcoming events, provide quality customer service to our Peake Experience clients, assist with back of house experience set up, and assist marketing initiatives as needed.

ESSENTIAL FUNCTIONS: *(including, but not limited to...)*

- Working with team members, participants, and staff to achieve proper execution of marketing plans
- Engage students on campus and audience members to build anticipation and excitement for upcoming events
- Providing high quality customer service to guests during VIP Experiences (Ticketing, coat check, customer support)
- Set up and execution of Back of House experiences and front of house marketing efforts for shows
- Contribute to the planning, scheduling, and execution of social media posts
- Create graphics to display to audience members as needed
- Other duties as assigned

QUALIFICATIONS:

- High school diploma, GED, or equivalent preferred.
- Good oral and written English
- Ability to multitask and work well under time pressure
- Ability to problem-solve and think on your feet.
- Be thorough, accurate, organized, and productive with extreme attention to detail
- Must have the ability to work a flexible schedule to attend Chesapeake Arena concerts/show/UMBC athletic events.
- Experience using various social media platforms preferred.
- Interest or experience in graphic design preferred.
- Must be comfortable working with the public and have strong interpersonal and communications skills

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands:

- Must have the ability to stand in the same spot for an extended period of time





- Must be mobile and be able to move around the concourse
- Must be courteous and polite
- Must be knowledgeable about event/game taking place
- Must have a desire to work events, nights, and weekends

Work Environment:

- The duties of this position are performed primarily indoors. The noise level in the work environment will range from moderate to loud.
- Must uphold and maintain a customer-friendly environment.

FLSA Status: Part Time Hourly; Event Day; Non Exempt

EEO Status: Marketing event staff

Entity: OVG 360

Pay Rate: _\$15_ an hour