

## **Job Description and Posting for the Johnson County Tourism Association Administrative Assistant Position**

The Johnson County Tourism Association is the county's leading tourism organization. Tourism is one of, if not the most important industry supporting jobs in Johnson County.

We are seeking a part-time Administrative Assistant who will assist in the planning, organization, coordination, and execution of tourism promotional activities. The Administrative Assistant position supports The JCTA Marketing Director and the JCTA board members carrying out the work of the organization.

The successful candidate has exceptional organizational skills, computer skills, enjoys supporting others, and will always represent the organization in a professional manner.

### **Manage the JCTA Community Relationship:**

- Promote the JCTA and its mission by sharing its work and accomplishments with the public.
- Meet with local tourism related businesses to get feedback on their needs and promote fulfillment of the JCTA's strategic vision.
- Develop and maintain positive working relationships with partner organizations such as the Chamber and JOCO and promote tourism.
- Attend City of Buffalo council meetings and Johnson County Commissioners meetings if needed to stay abreast of city and county concerns, regulations, etc.

### **Tourism Marketing:**

- Assist Marketing Director with advertising as needed.
- Work with billboard maintenance crew to ensure billboards are kept in good repair and maintain billboard records.
- Coordinate with the visitor center as needed, such as sending/responding to visitor information requests.
- Coordinate and distribute internal (within market) publications such as summer restaurant guide as well as visitor guides and maps, etc.
- Assist with information gathering for event planning guide, visitors' guides, future maps, etc. for stakeholders
- Ensure website information is accurate and current, and update as needed using Wordpress
- Manage Partner Portal for Wyoming Tourism Website.
- Work with local businesses on their web presence through tools such as google
- Coordinate brochure mailings
- Pull google analytics reports

### **Administrative:**

- Make JCTA Board meeting arrangements as needed, attend all JCTA Board meetings in a non-voting capacity, take notes, and type up minutes.
- Check JCTA mail daily and process.
- Place all required public notices.

- Send all approved meeting minutes and appropriate financial reports to the County Commissioners' secretary for inclusion on the county website.
- Serve as JCTA's custodian of records for requests made by the public, organize any physical and digital copies of JCTA documents that are required to be stored by state statute
- Work with book-keeper to maintain financial records at JCTA office
- Maintain master board roster and contact lists, including active business in the retail, lodging, dining sectors, plus attractions and businesses that cater to tourists
- Maintain master password list
- Maintain subscriptions list and due dates
- Purchase office supplies as needed
- Host visitors to office and add their information to constant contact list
- Enter data into excel as needed and maintain spreadsheets
- Assist Marketing Director as needed
- Maintain and clean office
- Set up Zoom meetings as needed, board meeting reminder and any supplies needed at meeting

#### **JCTA Event Advertising Grant Program:**

- Ensure applications are updated and available to the public in a timely manner.
- Post updated application to all relevant social media pages and sites, including sent to CC's secretary for publishing to the county website.
- Schedule community grant presentations, serve as host on meeting day, coordinate to and from room, as well as lunch and supplies for board.
- Keep updated spreadsheets for the board regarding the community grant presentations and award of funds.
- Send all correspondence to grant applicants (approval or decline letters). Approved grant applicants will be sent a voucher at the time the approval letter is sent.
- Review grant reports to ensure they follow grant guidelines before submitting to book-keeper for payment
- Keep track of grant awards as they are claimed so all grant money is 'picked up' before the final deadline.
- Place all required advertising for the grant program.
- Ensure reporting of event results are submitted in a timely manner to JCTA by grant awardees so evaluation of further awards can be determined.

#### **Budget and Financial:**

- Give all bills, statements, and monies received in the mail or otherwise to Bookkeeping service to be processed into the bookkeeping software, the bills paid, and checks deposited.
- Coordinate with board signers to get checks signed and mailed as needed
- Work with bookkeeping service to make sure that bookkeeping and reports are done to the JCTA's specifications, correctly, with the required detail, and in a timely fashion for meetings
- Assist Board Treasurer as needed.

- Work with the bookkeeper to ensure all payments are made on time.
- Schedule budget sessions according to JCTA board members schedules.
- Send approved budget to Johnson County Commissioners.
- Coordinate with bookkeeper to make sure preliminary and approved budgets are sent to the appropriate parties (JC Commissioner, Wyoming Department of Audit)
- Send approved budget to Buffalo Bulletin for publication as required by the State of Wyoming.
- Keep track of cd and other financial assets renewal dates and interest, gather competitive rates as needed
- Identify potential grants for JCTA and assist in the application process

**Travel:**

- Attend Wyoming Governors Conference and assist with table
- Coordinate FAM trips with marketing director

**Suggested Experience:**

- Minimum of 1 to 2 years of administrative experience
- Any education in a hospitality-related field such as marketing, business administration, communications, hotel management, or similar would be helpful.
- Knowledge of the travel industry, including meeting sales, group tour markets, tourism product development, and marketing trends is a valuable plus
- Ability to speak, write, and communicate with members of the media, travel industry, business community, and public.
- Self-starter who budgets time and energy, is responsible for deadlines, and is creative and entrepreneurial in seeking new solutions to accomplish goals and solve problems.
- Ability to work closely with the JCTA Board and travel industry personnel both inside and outside Johnson County.
- Proficient in the Microsoft Office Suite, and Google, with some social media and internet savvy. Knowledge of WordPress or ability to learn would be helpful.
- Live in Johnson County, WY.

**Salary and Benefits:**

The employee is supervised and managed by the marketing director and is employed at will. The position is part-time, 20 hours per week, salary DOE.

*To apply for the position, please send a cover letter and resume to the JCTA Board at [jctaresumes@gmail.com](mailto:jctaresumes@gmail.com)*