



The Domestic Marketing Assistant, under the supervision of the Domestic Marketing Director is responsible for supporting all program efforts. This job requires involvement in creative workflow traffic tracking, collateral inventory management, event support, and administrative tasks. This position will update websites, traffic graphical assets, and post on social media platforms.

This position reports directly to the Domestic Marketing Director and helps administer the domestic program budget of approximately \$4 million plus special projects assigned.

This position interacts closely with the ASMI Communications program, and provides input on the \$1 million public relations program, as well as supports execution of campaigns driven by the domestic program. Travel is required to domestic venues.

ESSENTIAL FUNCTIONS:

- Work with program staff to create and post social media content.
- Update owned and operated websites.
- Assist in planning, organizing, and executing Domestic Marketing Committee and Board meetings as needed, as well as taking minutes.
- Provide administrative support such as scheduling outside vendor meetings, and proofing copy and various written communications.
- Support tradeshow and conference efforts.
- Work with ASMI collaterals fulfillment contractor to order materials for clients, support field representatives, ship, maintain inventory, and improve the user experience and interface.
- Track creative projects such as photography or recipe development from start to finish.
- Manage graphical assets once assets are created. Includes inventory management and distribution to promotional partners.
- Work on special projects as assigned.

CRITICAL KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of modern food marketing, communications, public relations tactics, and social media platforms
- Strong oral and written communication skills
- Ability to multitask, organize, and prioritize
- Ability to interact with a wide variety of people: consumers, retailers, agencies, vendors, staff, and the Alaska seafood industry
- Knowledge of food trends, diverse food cultures/cuisines, and recipe development

MINIMUM QUALIFICATIONS:

This position requires a Bachelor's degree from an accredited college OR a high school diploma or equivalent with three years' relevant job experience.

State of Alaska Executive Exempt (XE) range 15 wage and benefits.

See following page for application instructions.

To Apply, please submit a resume, three (3) references, and a cover letter outlining your qualifications as they relate to the above job responsibilities which will be used to determine which applicants will move on to the interview process. Please submit all required items to hire@alaskaseafood.org by 2pm Alaska time on June 28, 2021.

ASMI is an Equal Opportunity and Affirmative Action employer.