

## JOB DESCRIPTION

**JOB TITLE:** Administrative Assistant – Marketing Dept.  
**JOB NUMBER:** OC3017(a)  
**FLSA STATUS:** Non-exempt  
**CLASSIFICATION:** Administrative Support Workers  
**REPORTS TO:** Director of Marketing & Community Relations  
**SUPERVISES:** None

**JOB PURPOSE:** The Administrative Assistant provides administrative support for members of the Marketing Team in its endeavors to heighten community awareness of Goodwill®'s mission and various business segments. This support will increase the capacity of the marketing team to provide the proper services to each division of Goodwill Industries® of the Valleys.

### ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Performs a variety of administrative functions for the marketing staff including letter writing, event support, report presentations, PowerPoint production, and other duties as assigned.
- Serves as a point of contact for the marketing department internally and externally;
- Enter invoices into Google Budget Document upon approval for use by accounting department for month end balancing;
- Support and assist in the planning of Goodwill special events. This may include the need for a flexible schedule during major events.
- Prepare communications for the Marketing Team;
- Assist in development and preparation of marketing reports;
- Assist in development and preparation of marketing publications, including the Annual Report;
- Schedules meetings, travel, and interviews for the marketing department;
- Prepares all department letters, including donor letters;
- Prepare and maintain a database of Goodwill stakeholders as well as a Development database;
- Other duties necessary and essential for the success of the Goodwill marketing department.

### ADDITIONAL DUTIES AND RESPONSIBILITIES

- Accomplishes all tasks as appropriately assigned or requested for successful completion of the mission of Goodwill;
- Communicates regularly with marketing staff on effectiveness of marketing programs and feedback on internal marketing projects;
- Supports as necessary projects by all members of the marketing team;

### QUALIFICATIONS:

- **Experience, Competencies and Education**  
Associates degree or higher or one to two years of professional experience, preferably in a marketing environment.

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Effective date: 9/9/09

Replaces: New

THIS IS NOT AN EMPLOYMENT CONTRACT AND DOES NOT ALTER ANY EMPLOYEE'S AT-WILL EMPLOYMENT STATUS.

**Goodwill Industries of the Valleys**  
**Helping people and families in our community achieve a better life through work and independence.**

**Language skills**

Ability to read and analyze documents pertinent to the marketing environment and Goodwill programs and projects. Ability to respond to sensitive documents and inquiries. Must have strong written, verbal, and time management skills.

- **Mathematical skills**

Basic skills: Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.

- **Reasoning ability**

Ability to collect routine data, establishes facts, and produce comprehensive reports

- **Other**

Proficient in Internet, E-Mail, Microsoft Office including Excel, PowerPoint, Word, and Access. Operational knowledge of Adobe Acrobat helpful but not required.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

- Valid State of Virginia driver’s license and proof of insurance required to drive personal car on company business. \_\_\_\_\_
- Additionally, 3+ point DMV record required to drive company vehicle. \_\_\_\_\_

**ACCOUNTABILITIES AND MEASURES**

- Accomplishment of assigned tasks

**AMERICANS WITH DISABILITIES SPECIFICATIONS:**

- **Physical Demands**

The physical demands 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 individuals with disabilities to perform the essential functions.

This position requires sitting; standing; walking; the use of hands to finger, handle or feel; reaching with hands and arms; climbing or balancing; stooping, kneeling, crouching and crawling; and talking and hearing. The ability to identify and distinguish colors and the ability to adjust the eyes to bring an object into sharp focus is required. This position requires the ability to lift up to 25 pounds.

- **Work Environment**

Work environment characteristics describe 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.

Moderate noise (examples: business office with computers and printers, light traffic). This position is not normally exposed to environmental conditions.

**RECEIPT OF JOB DESCRIPTION:**

This job description has been reviewed with me by my supervisor. Meeting the qualifications as required, I understand and agree to perform the duties as described. A copy of this description has been given to me.

\_\_\_\_\_  
Employee’s Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor’s Signature

\_\_\_\_\_  
Date

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