

**DOLLYWOOD COMPANY
POSITION DESCRIPTION**

Marketing Administrative Coordinator
JOB TITLE

Marketing
TEAM

VP, Marketing
REPORTS TO

02/04/2013
DATE

PR001E
JOB CLASS

Exempt
PAY GRADE

I. JOB DUTIES:

The Marketing Administrative Coordinator reports directly to the VP, Marketing is responsible for the following functions:

Administrative:

1. Provides primary administrative support for the VP of Marketing and assists the overall marketing department with administrative needs when able.
2. Maintain confidentiality at all times to insure that there is no release of information pertaining to Dollywood records, current/future plans or any other matter without approval.
3. Manages the Marketing office efficiently and professionally,
 - Greets guests and hosts entering the Marketing office in a friendly, caring and positive manner.
 - Compile monthly copier meter readings.
 - Send period end postage reports to Finance.
 - Maintain office copiers, printers and postage machine.
 - Order office supplies for Marketing.
4. Schedules meetings and coordinate calendars for VP of Marketing, Directors and Marketing team as needed, vendors and Corporate as requested.
5. Maintain Marketing organizational chart as required.
6. Purchase office supplies, equipment and furniture and process paperwork per procedure.
7. Process Expense Reports, Cash Disbursements and Check Requests for VP of Marketing and their Team members.
8. Enter monthly Safety Reports into the DW Safety database.
9. Print daily UPS report for driver and maintain reports for future reference.
10. Pick up and distribute mail, monthly paychecks and vouchers to Marketing Department staff.
11. Maintain Marketing's Authorized Driver's List, updating insurance and license information.
12. Make travel, hotel and car reservations for VP of Marketing, Directors and Marketing team as requested.
13. Active and positive participant in Administrative Assistant team.
14. Coordinate maintenance needs with the Maintenance & Construction Division or outside vendors.
15. Send flowers/cards/letters to hosts/families as needed.
16. Serve food as requested for Dollywood hosts in need.
17. Maintain a clean and safe work area.
18. Provide administrative support for Marketing meetings as requested.
19. Coordinate annual HR performance evaluation process for Marketing team and facilitate monthly

Safety reports to the team.

20. Serve as the administrator for Time Force payroll for seasonal marketing staff in the Warehouse.

Financial:

1. Process and code all Marketing invoices, enter all Marketing purchase orders in JD Edwards, receive purchase orders for Finance upon request. Initiate all PER requisitions and manage PER
2. Pull monthly budget reports and update internal Marketing budget tracking sheet with monthly actuals; identify discrepancies prior to monthly P&L meetings.
3. Serve as lead facilitator for initiating, collecting and compiling Marketing annual budget for VP of Marketing using Excel, upload final budgets into the system.
4. Reconcile VP of Marketing and VP's direct reports P-Card purchases on a weekly basis.

Marketing Coordination:

1. Prepares weekly Marketing dashboard report by collecting, analyzing and summarizing data for key marketing indicators and metrics.
2. Assists with finalizing powerpoint presentations for consistency (fonts, headers, footers, transitions, etc.) for VP of Marketing.
3. Maintains marketing collateral sample files; assists with printer quotes, placing orders, tracking jobs, receipt of materials and securing vendors for installation when necessary.
4. Coordinates the Marketing process for initiating and finalizing the annual Operating Calendar and price lists.
5. Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
6. Plans meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.
7. Responsible for coordinating annual operating calendars with VP of Marketing, providing comparisons to previous years, making revisions and finalizing with graphic designer.
8. Assists with research on competition, new marketing opportunities as requested by VP of Marketing or Directors, synthesizing findings into a solution-based report.
9. Maintain VIP list, coordinating with Corporate, DW Administration, and all DW Departments to send out VIP invitations in a timely manner prior to Grand Opening and for other Marketing related events.
10. Assist with promotional and media relations mass/routine mailings with proficient knowledge of mail merge and quality presentation of materials.
21. Assist Call Center Supervisor with Season Pass Campaign.
22. Perform special projects as directed.

II. EDUCATIONAL/EXPERIENCE REQUIREMENTS:

1. High school graduate or GED and a minimum of 5 years administrative experience, within a Marketing/Communication division/department preferred.
2. Must be proficient in Microsoft software including but not limited to: Microsoft Word, Excel, PowerPoint.
3. Ability to read and write legibly to compose concise, well-written letters utilizing accurate punctuation, grammar and spelling.
4. Above-average communicator - pleasant voice, accurate, consistent and detailed.
5. Ability to operate a multi-line telephone, copier, facsimile, calculator, postage machine, typewriter, computer and printer.
6. Accurate typing and proof reading skills. Must be able to type 50 wpm.
7. Ability to organize administrative functions effectively.

8. Excellent memory retention and recall.
9. Licensed driver.
10. Ability to organize and maintain files for accessibility and retention.
11. Perform job duties in a reasonable and safe manner.
12. Must be able to operate different types of motor vehicles (automobile, van) and step-in and out of the vehicle numerous times a day.
13. Ability to communicate with individuals outside the organization, representing Dollywood to guests, the public, government and other external sources.
14. Detail-oriented.
15. Ability to accept a leadership role and accept the responsibilities involved with decisions, projects and deadlines.
16. Ability to communicate with individuals outside the organization, representing Dollywood to guests, the public, government and other external sources.
17. Maintain strict confidentiality and judgment regarding privileged information.

III. PERSONALITY/ATTITUDE REQUIREMENTS:

1. Project Dollywood's image by being a spokesperson that is genuinely friendly, caring, sincere and treats others with respect.
2. Represent company to guests, vendors and other employees in a positive and friendly manner.
3. Self-supervised and disciplined to prioritize and complete work assignments on a timely basis.
4. Honest, responsible dependable, trustworthy and ethical.
5. Cooperative, patient, polite, courteous, positive attitude.
6. Maintain a clean and organized work area.
7. Professional appearance or specified wardrobe with good personal hygiene.
8. Willingness to take on additional responsibilities and challenges
9. Open to change and to considerable variety in the workplace.
10. High stress level/ability to maintain calm atmosphere in a hectic environment.
11. Disciplined and uses mature judgment.
12. Must maintain strict confidentiality and judgment regarding privileged information.

IV. ESSENTIAL FUNCTIONS NECESSARY TO PERFORM JOB DUTIES (Included but not limited to):

1. Hear, see and speak to answer phones, direct calls, take messages, initiate information, and interact in conversations.
2. Able to speak, read and write English.
3. Above average communicator.
4. Ability to smile and make eye contact to demonstrate a friendly impression when greeting guests, vendors and other employees.
5. Finger movements to write, type, and use telephone, computer, calculator, facsimile, copier, postage machine, and printer.
6. Sit and stand for long/short periods in an indoor/outdoor work location.
7. Verbal and written communication on memorized Dollywood information.
8. Ability to climb and descend stairs, move around, bend, stoop, kneel, reach, twist and lift up to 40 pounds.
9. Math ability to add, subtract, divide and multiply.
10. Good personal hygiene.
11. Ability to accommodate changes in schedule and assignment, accepts change easily.
12. Able to maintain required attendance.
13. Able to display and live out Servant Qualities by being: patient, kind, humble, respectful, selfless, forgiving,

honest and committed.

14. Able to get along with other employees to work out problems and resolve conflicts.
15. Able to comprehend instructions and retain information.
16. Able to tolerate a fast-paced, hectic environment.
17. Able to prioritize tasks and complete assignments on time.

(Management retains the discretion to add or change the duties of this position at any time.)