



<b>03/26/07</b>

**DUTIES:**

- Assist the Senior Vice President of Convention/Visitors with Lakeland Hotel and Motel Association, Golf Scramble Task Force, Tiger Bar-B-Que, North with the Tigers and any other task forces assigned to this division.
- Attend meetings as necessary to represent Convention & Visitor Bureau division in the absence of Senior Vice President.
- Assist with tourism/convention related activities and special events by promoting or marketing Lakeland and Chamber Convention/Visitor related activities.
- Coordinating activities include:
  - Sending meeting notices and making phone calls for various committees and events.
  - Assisting in maintaining of all records of all events/programs.
  - Update reports and correspondence for the department.
  - Maintaining files for all projects.
  - Attending meetings/events and taking minutes as prearranged with the senior vice president.
  - Preparing all backup materials as needed for committee meetings and providing follow-up as assigned.
  - Handling registration for the various events planned by the department.
  - Maintaining current and accurate data bases for all the various task forces and committees.
  - Assisting with the design and content of flyers and other printed materials as needed to market the programs and events of the department.
- Coordinate housing bureaus information for Convention/Visitor Division.
- Act as guide on step-on tours for relocation or tourism purposes.
- Process annual Lakeland Hotel and Motel Association billing.
- Process quarterly City Marketing billing.
- Update web site information.
- Ship marketing brochures as needed to various Florida visitor centers.
- Act as secondary backup receptionist on phones and lobby.

- Other duties may be assigned by the Convention/Visitors Division, Senior Vice President, or in her absence, by the President.

**Qualifications:**

- Must be highly motivated self-starter, well organized, creative and committed to working in a team-oriented environment.
- Must have the ability to manage numerous responsibilities and projects.
- Must possess excellent verbal and written communications skills.
- Must be extremely proficient with Windows 2000 or higher, MS Office XP, Internet and Outlook.



<b>POSITION:</b>	<b>ADMINISTRATIVE ASSISTANT (SHARED WITH CONVENTION AND VISITOR DIVISION)</b>
<b>DEPARTMENT:</b>	<b>COMMUNICATIONS DIVISION</b>
<b>REPORTS TO:</b>	<b>VICE PRESIDENT OF COMMUNICATIONS</b>
<b>POSITION PURPOSE:</b>	<b>CREATE AND FILE DIVISION CORRESPONDENCE, MAINTAIN FILES AND BILLINGS, PROVIDE STAFF SUPPORT AT COMMITTEE/TASK FORCE MEETINGS, MAINTAIN ACCURATE DIVISION DATABASE.</b>
<b>REVISED:</b>	<b>04/02/07</b>

**DUTIES:**

- Assist with writing copy, editing and proofing of various communications projects, including the Forum, Member to Member Direct, Web site, Buyer's Guide, Annual Report and Business Plan.
- Format pictures for the Chamber Web site and the Forum for Business Monthly.
- Initiate contact with new members to offer ribbon cutting opportunity. Coordinate and schedule ribbon cuttings and grand openings for members, acting as liaison between the Mayor's office, the Board of Directors and the member. Ensure appropriate Chamber representation is secured and all parties are aware of responsibilities. Document participation for Board of Directors. Facilitate ribbon cuttings when the Communications Vice President is not available.
- Maintain advertising files and billings for communications projects. Track advertising phone calls and send requested advertising information upon request. Maintain past history on all advertising inquires and conduct follow-up calls whenever appropriate. Maintain accurate information regarding monthly billing of Forum, Member to Member Direct and website. Provide follow up calls/letters for delinquent accounts and send thank you letters to current advertisers.
- Create accurate database for media list and make changes to Outlook contacts.
- Maintain and update web site information (see web site task graph).
- Work with Mail Processing Associates to coordinate logistics of putting the Forum for Business Monthly mailing together. Work with advertisers to ensure that all Member to Member flyers are received in due time to meet production and mailing deadlines.
- Provide staff support at committee/task force meetings, including meeting notices, agendas and minutes. Reserve and set up meeting room and prepare all needed materials as needed.
- Assist with Chamber special projects.
- Order New Employee Name Badges and Business Cards.
- Order Letterhead and Envelopes.
- Track Chamber print jobs and log in database.
- Create Fax Sheet with updated information as needed.
- Send blast emails to membership with info on upcoming events and community news.
- Create and file division correspondence.
- Have extensive contact with business leaders and the general public by phone and in person as well as with other staff members.

- Perform other duties as may be assigned by the Communications Vice President and Chamber President.

**Qualifications:**

- Must be highly motivated self-starter, well organized, creative and committed to working in a team-oriented environment.
- Must have the ability to manage numerous responsibilities and projects.
- Must possess excellent verbal and written communications skills.
- Must be extremely proficient with Windows 2000 or higher, MS Office XP, Adobe Creative Suite, Internet and Outlook.