



Position Description Administrative Assistant II

Position Title Marketing and Administrative Assistant

Position Description The team member will be responsible for supporting marketing efforts and office administration. Marketing responsibilities will include developing, maintaining, and distributing company marketing materials in print, digital media, website, flyers, briefings, blogs and whitepapers that support branding, lead generation and sales of products and services. Administrative Assistant responsibilities will include a broad range of office administrative support with accounting, human resources, executive support, project records management, project leader support, and preparing reports to support decision-making. This position supports a wide range of responsibilities related to marketing, sales, administration, and customer support.

Essential Responsibilities

- Develop and implement a digital marketing campaign to promote the company's emerging e-business services.
- Enhance brand awareness within the digital space such as maintaining company website as well as driving website traffic and acquiring leads/customers
- Utilize web analytics tools to measure site traffic to better optimize overall campaigns, email marketing, social media and display and search advertising
- Produce blogs, web content, marketing literature for print and other collateral
- Develop collateral for conferences, business development meetings and publications
- Perform administrative support functions to support management and project leaders, such as preparing correspondence, participating in business meetings, answering phone, managing records, processing requests, arranging meetings, preparing for events such as conferences and delivery of client product and services, and tracking/recording expenses
- Support business management through administrative support
- Implement and continuously improve the integrated management system and ensure conformance with the system
- Navigate decision-making based on the core values of the company, maintaining professionalism at all times
- Plan and complete work in a manner that reflects commitments to and support achievements of quality, environmental, and occupational health and safety goals
- Work on tasks and projects efficiently, independently, and effectively; exercise professional judgement
- Demonstrate clear and effective written and oral communication skills. Able to effectively complete reports that meet the ASG Team Member Handbook writing requirements



- Maintain currency in relevant job knowledge to ensure ability to execute your responsibilities successfully

- Qualifications/Requirements**
- Education: High school diploma/GED required; Bachelor's degree desired in related field of marketing or business administration
 - Experience: Minimum of 10 years' experience in related field desired
 - Proficient with Microsoft Office products with emphasis on Outlook, Excel, Word, and Powerpoint
 - Working knowledge with Quickbooks Online, Canva, online survey forms
 - Advanced organizational skills, professionalism, integrity, and task-oriented

Additional Eligibility Qualifications

ASG will only employ those who are legally authorized to work, and eligible for a DoD security clearance. Any offer of employment is conditional upon the successful completion of a background investigation and drug screen. Ability to travel occasionally throughout the year and work beyond normal business hours when required to complete essential responsibilities.

Physical Demands Must Be Able to:

- Travel about 20% on various modes of transportation.
- Lift and carry minimum 25 lbs. frequently to include transporting exhibit booth materials
- Able to climb/ squat/ bend/ kneel / twist / turn / reach above shoulder
- Sit and stand for extended periods of time
- Utilize computer keyboard (type) and accessories repetitively and for extended periods

Work environment:

Generally works in an office environment. Regularly may be required to perform job duties outside of the typical office setting, i.e., in the field, or at conferences

Other

Ensures that all tasks are performed in accordance with the company's ISO 9001/14001/45001 compliant Quality System Procedures.

The statements included in this job description are intended to reflect in general the duties and responsibilities of this classification and are not intended to be interpreted as all inclusive