

Instructions: Interested candidates should read the full job description to determine if they meet the requirements of the position. Only qualified candidates should submit resumes.



Interested parties can apply at: <http://www.innlink.com/careers>

Job Title: Marketing Assistant
Department: Marketing
Reports to: Director, Marketing
Location: Hendersonville, TN
Hours: Full Time
Industry: Hospitality

Job Description

Responsible for specific projects in the InnLink Marketing department including tradeshow management and implementation; customer segments; updating marketing materials such as the website; and managing customer surveys. Assist Marketing Director with positioning of InnLink in the industry and our brands, InnLink , InnVite CRS, and VisitUs CRS with their specific customer segments.

Skills Required:

The ideal Marketing Assistant candidate should have the following skills:

- Excellent interpersonal skills—writing, speaking, and listening skills.
- Understanding of basic marketing concepts including targeting customer segments, customer communications and marketing to support sales team initiatives.
- Proficient computer skills, including Microsoft Office programs. Familiarity with Adobe CS2 Suite. Willingness to learn new applications including graphics programs and salesforce.com as required.
- Ability to manage projects timelines and meet project deadlines.
- Helpful attitude and willingness to work as a team across the company to meet objectives.
- Minimum of Associate Degree in Marketing (or related field).

Active interest in:

- Learning hospitality industry, direct hospitality experience a plus but not required
- Working in a team environment
- Opportunity to contribute to a growing company

The Marketing Assistant will capture customer feedback and document customer case studies. Candidate must be willing to learn InnLink, our internal systems including Salesforce, RESmatrix data management system and the CRS system as well as other departments within the company.