



ECVA  
700 Moren Way  
Elko, NV 89801  
775.738.4091

Job Code: Admin/Hourly  
Date Est: March 2026  
Last Rev: March 05, 2026  
FLSA: Non-Exempt  
Probation: Six (6) Months  
Schedule: 40 Hrs/wk M-F  
Reports to: Marketing/Advertising Mgr.  
Supervises: Direct (0) Indirect (0)

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## **POSITION DESCRIPTION**

### **MARKETING AND ADMINISTRATIVE ASSISTANT**

#### **DEFINITION**

Responsible for supporting administrative professionals of the ECVA, working closely with the public, and other employees to organize files, create correspondence, prepare reports, documents, and distribute marketing materials and assist with accounting. This position is expected to complete a range of clerical tasks including managing calendars, sorting mail, preparing invoices, directing calls, responding to emails, and responding to social media. This position may also be responsible for engaging in event planning, meeting setup and implementation, special events, social media development and monitoring and processing orders.

This position requires the incumbent to have a clear understanding of the Elko Convention and Visitors Authority policies and procedures and be able to apply that knowledge in all aspects of the job. The incumbent must be able to take responsibility for greeting visitors, composing documents on behalf of administrators, organizing meetings, taking minutes, and assuring compliance with the open meeting laws. The core duties and responsibilities revolve around supporting others, meaning that communications and decision-making are paramount.

This position does not require supervision of personnel.

#### **SUPERVISION RECEIVED AND EXERCISED**

Received general direction from the ECVA Executive Director.

#### **ESSENTIAL FUNCTIONS**

*Performance of these functions is the reason the job exists. Assigned job tasks/duties are not limited to the essential functions.*

- Performs a variety of administrative and support tasks which may include but is not limited to, greeting visitors, answering telephones, receiving, and sending faxed documents, receiving and re-directing email information and data processing.
- Provides information and marketing materials as requested.
- Compose letters and memoranda, maintain, proofread, and compile monthly reports, forms, and other typed, handwritten, graphic, or photographic information for accuracy, grammar, punctuation, math, and procedural accuracy, and edit correspondence accordingly.
- Schedule and coordinates staff and other meetings.
- Collate and distribute mail.

- Creates and maintains filing systems, both electronic and physical.
- Write and edit documents from letters to reports and instructional documents.
- Prepares communications, such as letters, memos, emails, invoices, reports, and other correspondence.
- Gathers and prepares data for studies, reports, and community information updates.
- Manages accounts and performs some bookkeeping.
- Initiates, develops, and contributes to independent programs and activities designed to increase the efficiency and productivity of the ECVA.
- Assist with the development and implementation of plans to market special events hosted or partnered by the ECVA. Participates with community groups, marketing agencies and volunteers in the identification of potential markets for current and new special events and area attractions.
- Maintains contact with organizations and individuals that may assist in the promotion and development of special events and attractions in the area.
- Monitors social media requests, including distribution of requested material.
- Assist with content creation and management including:
  - Developing and curating engaging content,
  - Writing compelling content for social media post (Facebook, Instagram, LinkedIn, etc.)
  - Creating graphics, images, short videos using tools like Canva, Adobe or basic video editing software, source relevant stock photos or develop original visuals,
  - Verifies posted information is accurate and posted to the proper account.
  - Website content: including content updates, blog post, event listings, proofread and edit website.
- Assist with General Marketing Support Including:
  - Email marketing,
  - Event promotion(s),
  - Basic graphic design,
  - Maintain ECVA information kits and promotional items for industry and fulfills request.
- Maintains up-to-date knowledge of the latest trends, techniques, and movements of social media, ad campaigns, web design, and tracking of visitor's demographics.
- Represents the Authority with dignity, integrity, and spirit of cooperation.

**JOB RELATED AND ESSENTIAL QUALIFICATIONS**

*An employee in this position must have the following, knowledge, skills, and abilities upon application:*

**KNOWLEDGE OF:**

- Basic elements of English usage, grammar, spelling, and punctuation.
- Modern office procedures, methods, computer equipment and computer programs.
- Operations of various social media outlets.
- Organizational and prioritization processes and methods.
- Principles of technical letter writing and report preparation.
- Principles and procedures for filing and records retention.
- Prepare and maintain accurate and complete records.
- Prepare clear and concise written reports on activities and make recommendations regarding effective solutions to problems.
- Maintain confidential and sensitive information.
- Customer service practices used in dealing with the public.
- Meet and deal tactfully and effectively with the public and other government officials.
- Basic accounting principles and practices.
- Basic plan review methods and procedures.

- Operate a motor vehicle safely.
- Communicate clearly and concisely, both orally and in writing.
- Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

### **ABILITY TO:**

- Manage multiple tasks ensuring their successful completion.
- Work independently and prioritize daily work duties.
- Effectively communicate and make sound judgments and decisions.
- Recognize and respect all sensitive information and utilize confidentiality accordingly.
- Model expected behavior, motivating fellow staff and volunteers; work with diverse groups.
- Follow all safety policies.
- Pass a background check.

### **EXPERIENCE AND EDUCATION**

*Any combination of training, education, and experience that would provide the required knowledge and abilities. A typical way to gain the required knowledge and ability is:*

- Minimum of a high school diploma or GED equivalent.
- Two-year combined experience in general office practices or equivalent work-related skills.
- Computer experience required.
- Social Media experience required.
- Possession of, or ability to obtain, an appropriate valid Driver's License.

### **LICENSES OR CERTIFICATES**

*Continued employment is contingent upon all required licenses and certificates being maintained in an active status without suspension or revocation, including completing all required continuing education credits as required by the licensing agency.*

- Nevada Driver's License

### **OTHER REQUIREMENTS**

#### **PHYSICAL DEMANDS**

The physical and mental requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

Strength, dexterity, coordination, and vision with the ability to adjust focus. Command and use of keyboard and video display terminal, sometimes for prolonged periods. Dexterity and coordination to handle files and single pieces of paper; occasional lifting of items weighing up to 25 pounds, such as files, stacks of paper, safety equipment, tables, chairs, decorations, and other materials. Moving from place to place within the office, convention center, conference center and other work sites; reaching for items above and below waist level, including above the head. Endurance and vision to drive for extended periods of time throughout the County and State. Sitting and standing for long periods of time, and walking various distances.

In compliance with applicable disability laws, reasonable accommodations may be provided for qualified individuals with a disability who require and request such accommodations. Incumbents and individuals who have been offered employment are encouraged to discuss potential accommodations with the employer.

**WORKING CONDITIONS**

Generally clean office working environment, with limited exposure to dust, fumes, odors, or noise; however, other work sites, including outdoors, will include time in all types of conditions, with exposure to dust, fumes, odors, heat, cold, noise and other environmental factors possible or likely. Video terminal use on a regular basis, microwaves are in use on the premises, wireless and broadband connections and equipment are present. May be required to drive alone for extended periods of time throughout the County and State. When riding in a vehicle, there may be exposure to extreme heat, cold, dust, noise, vibrations, and other environmental factors.

**EFFECT ON END RESULT**

This position has a direct impact on the overall effectiveness with which the organization accomplishes its mission in service to the public and the community. Improved public perception as a quality organization demonstrated by effective and uniform enforcement of the ECVA policies and procedures.

*This job description is not intended and should not be construed to be an exhaustive list of all responsibilities, skill, efforts or working conditions associated with the job. It is intended to reflect those principal job elements essential for recruitment and selection for making fair job evaluations, and for establishing performance standards. The incumbent shall perform all other functions and/or be cross trained as shall be determined at the sole discretion of the Executive Director, who has the right to amend, modify, or terminate this job in part or in whole. Incumbent must be able to perform all job functions safely.*

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Incumbent Printed Name

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Supervisor Printed Name

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Incumbent Signature

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Supervisor Signature

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Date Signed

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