

Hill City Area Chamber of Commerce

Administrative Assistant

JOB DESCRIPTION

Revised: March 11, 2024

Questions, please call 605.574.2368

OVERVIEW

Reporting directly to the Executive Director of the Hill City Area Chamber of Commerce (HCACC), the Administrative Assistant is responsible for numerous tasks including but not limited to the overseeing and organization of both physical and digital filing, social media management, website design, data analysis, event coordination and monthly/daily reporting. The knowledge and ability to operate numerous programs are essential to his or her success and include Microsoft Excel, Word, and PowerPoint, Google Drive, Constant Contact and/or Mail Chimp and WordPress.

Alongside the administrative tasks done by the Administrative Assistant, they require the ability to positively inform guests about events, attractions, information and more regarding the surrounding area in a manner that is professional, friendly and efficient.

The ability of self-management and task delegation is essential for the Administrative Assistant. It is of utmost benefit to the Hill City Chamber of Commerce to be adaptable to his or her environment in a way that encourages them to learn quickly and expand on currently existing systems/methods for the continuous improvement of efficiency and communication.

PRINCIPLE TASKS AND OBJECTIVES

Newsletter Production

Co-produces a weekly newsletter alongside the Executive Director. This involves the daily gathering of relevant information and events correlated to chamber member businesses, state organizations (SD Game, Fish and Parks, Black Hills National Forest Service, SD Tourism, etc.), and any information requested for inclusion by the Executive Director. Requires the ability to occasionally write a brief text describing the item and a familiarity with formatting email campaigns for the programs of Constant Contact, Mail Chimp, and/or similar platforms.

Manages and maintains the over 1,600 contacts subscribed to emails from the Hill City Chamber of Commerce through lists that are regularly looked upon and updated. This includes the keeping of active records created by the Administrative Assistant that track the subscription status of contacts as well as their current information.

Membership Management

As members to the HCACC renew, the Administrative Assistant is responsible for the file organization and management of membership applications and collects the information reported on said application. All of the information collected is maintained on a “Membership Alpha” Excel spreadsheet. This spreadsheet must be printable, contain information in a way that is easily accessible by request and highly interpretable by a range of readers, as it will be printed monthly for the viewing of the Executive Director and Board of Directors.

The “Membership Alpha” document is maintained on a daily basis and includes the current as well as previous membership history, business category, contact information and the physical and mailing addresses for each member. This information is formatted through the use of multiple Excel sheets each located in the single “Membership Alpha” file.

As membership applications come into the office throughout the year, the Administrative Assistant processes them accordingly by making the appropriate amount of physical and digital copies of each application and then organizing them into the appropriate files.

Website Management

The Administrative Assistant is responsible for making regular changes to the HCACC website to achieve the consistent accuracy of dates, events, member information and relevancy. These changes are made and updated through WordPress. Website alterations fulfilled by the Administrative Assistant include corrections and updates made to member profile listings, the addition and removal of area events, changing of images throughout the website, editing of website headers and footers, incurring changes to the Calendar of Events and linking documents to places on the website.

Monthly Reporting

At the beginning of each month, the HCACC, with the help of the Administrative Assistant, must comprise a number of reports demonstrating the numbers and totals from the month prior. The reports completed by the Administrative Assistant present membership information, the analytics

of all social media platforms and websites, guest numbers for the Visitor Information Center and municipal tax comparisons by month.

These reports are made through the use of previous reports that are then updated for the current month of reporting. The use of Microsoft Word, Excel and Power Point are all essential for successful monthly reporting.

The Administrative Assistant requires the ability to analyze and obtain the data presented by each social media platform and Google Analytics in a way that is highly interpretable by a range of readers, as it will be printed monthly for the viewing of the Executive Director and Board of Directors.

Social Media Work

The management of the HCACC social media pages is a shared responsibility between the Executive Director and Administrative Assistant. The Administrative Assistant manages the daily Facebook sharing of content posted by the chambers' over 200 chamber members. The Facebook pages of all current chamber members are kept within a "Saved" collection through Facebook. This collection is continuously maintained, regulated and used to share member content in a convenient way that is expected to take an estimated hour total.

The Administrative Assistant will create original and custom social media content to be posted on either Facebook or Instagram. These posts must be appropriate for the expected audience, appealing, clever and a positive promotion of Hill City and/or its events.

File Management

Manages numerous facets of both physical and digital files. Organizes digital files through a Google Drive folder accessible to all staff of the HCACC. Ensures that all files are available in the Google Drive for remote access in case of inclement weather, illness, etc. Able to operate a Google Drive system through the use of a browser as well as a Windows desktop system.

Stores physical files in their correct placement, maintaining financial, historical, tourist and staff information. Filed material must be accessible in a way that ensures quick reference upon request.

OCCASIONAL (EXPECTED) TASKS

Guest Interaction

When the Visitor Information Center host is unavailable, it is the responsibility of the Administrative Assistant to assist guests by answering the phone or greeting them as they come into the office for assistance. Greets guests and members with a friendly, positive attitude that is also professional and efficient.



Revised March 2024

Hill City Area Chamber of Commerce & Visitor Information

Applicant Information

Full Name: _____ Date: _____

Address: _____

City _____ State _____ Zip Code _____

Phone: _____ Email _____

Date Available: _____ Social Security No.: _____ Desired Salary: \$ _____

Position Applied for: _____

Are you a citizen of the United States? Yes No If no, are you authorized to work in the U.S.? Yes No

Have you ever worked for this company? Yes No If yes, when? _____

Have you ever been convicted of a felony? Yes No

If yes, explain: _____

Education

High School: _____ Address: _____

From: _____ To: _____ Did you graduate? Yes No Diploma: _____

College: _____ Address: _____

From: _____ To: _____ Did you graduate? Yes No Degree: _____

References

Please list three professional references.

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

My signature authorizes you to check my references.

Signature: _____ Date: _____