

## Fredericksburg Convention and Visitor Bureau (FCVB)

**POSITION:** Sales and Marketing Administrative Assistant

**STATUS:** FLSA Non-Exempt

**JOB SUMMARY:** This position serves as the administrative assistant to the Vice President of Sales, Services, and Strategic Alliances and the Vice President of Marketing and Public Relations. The role requires a highly organized and detail-oriented professional responsible for managing data, coordinating projects, supporting creative initiatives, and ensuring projects progress efficiently and on schedule. The ideal candidate is proactive, organized, and able to manage multiple priorities while helping maintain smooth operations across departments. This is an on-site position; remote work is not available for this role.

**RESPONSIBILITY AND AUTHORITY:** Reports to and works under the supervision of the Vice President of Sales, Services and Strategic Alliances and the Vice President of Marketing and Public Relations.

**EDUCATION AND EXPERIENCE REQUIREMENTS:** An associate or bachelor's degree and one to three years of experience in marketing, hospitality, sales support, or administrative coordination are preferred. An equivalent combination of education, training, and relevant experience that provides the required knowledge, skills, and abilities to successfully perform the essential duties of the position may be considered in lieu of these qualifications.

**DUTIES AND RESPONSIBILITIES:** This individual will support efforts to promote Fredericksburg and Gillespie County as a premier visitor destination. The position plays an important role in supporting the overall success of the Sales and Marketing teams. Under the guidance and direction of the Vice President of Marketing and Public Relations, this role is responsible for the effective administration of the Customer Relationship Management (CRM) system, ensuring accurate data management and supporting departmental initiatives.

**ESSENTIAL FUNCTIONS:** With direction from the VP of Sales, Services and Strategic Alliances and VP of Marketing & Public Relations.

### CRM & Data Management

- Maintain accurate and up-to-date records for accounts, contacts, leads, and groups within the CRM system.
- Generate reports and provide data insights to support leadership decision-making and strategic planning.

### Marketing & Public Relations Support

- Provide administrative and project support to the Vice President of Marketing & Public Relations.
- Assist in maintaining marketing calendars, schedules, and project timelines.
- Support management of digital assets, media lists, and guide fulfillment.

### Sales & Destination Services Support

- Prepare sales materials, welcome packets, and mailings.
- Assist with logistical coordination for sales events, client appointments.
- Support group services, including coordination of site visits and client experiences.
- Ensure all sales and service activities are accurately documented in the CRM system.

### Administrative & Operational Support

- Provide administrative support to both Vice Presidents.
- Assist with presentation preparation, meeting coordination, and internal reporting.
- Perform general office support tasks, including printing, shipping, and mail distribution.
- Create customized itineraries tailored to a variety of interests such as wine tourism, history, and outdoor recreation, etc.

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### EXPECTATIONS:

- Deliver exceptional customer service while cultivating strong, positive relationships with visitors, community partners, and stakeholders.
- Develop and maintain productive internal and external partnerships that support meaningful and value-added client and stakeholder experiences.
- Demonstrate a proactive, service-oriented approach in providing efficient and high-quality support to both internal and external customers.
- Exhibit adaptability and professionalism in managing changing workloads, priorities, and situations.
- Remain informed on industry trends, best practices, and local events through active participation in relevant professional associations.
- Collaborate effectively across departments to ensure consistency in messaging and to leverage organizational resources when appropriate.
- Regular and timely attendance is required for this position.

### REQUIREMENTS:

- Must live in Gillespie County
- Strong organizational skills with excellent written and verbal communication abilities.
- Proficiency working within CRM or database environments, as well as Microsoft Office applications, including Excel.
- Ability to quickly develop a comprehensive working knowledge of Fredericksburg and Gillespie County, including its attractions, amenities, and visitor offerings.
- Strong interpersonal and organizational skills, with the flexibility to adapt and effectively manage multiple priorities.
- Proven ability to build and maintain professional relationships with clients, partners, and stakeholders.
- Strong project and time management skills with the ability to manage and complete multiple projects simultaneously while maintaining attention to detail.
- Dynamic and adaptable professional with the ability to transition seamlessly between tasks and operational needs.
- Ability to work irregular hours as needed, including evenings and weekends.
- Have or obtain within thirty days of hire a valid Texas driver's license with an acceptable driving record and possess reliable transportation.

**DISCLAIMER:** The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not intended to be an exhaustive list of responsibilities, duties and skills required. This job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and the job requirements change.