



Marketing Assistant Job Description

Reports To: Marketing Director

Alumni Hall delivers the ultimate collegiate fan shopping experience with in-store shopping at 32 store locations along with a robust e-commerce website. Alumni Hall Corporate is headquartered in Knoxville, TN, where the privately owned company leads locally owned retailers in the industry with the best selection, top brands, new collegiate trends, and exceptional customer service. We are currently seeking a Marketing Assistant based out of the Corporate office in Knoxville, TN.

The Marketing Assistant is responsible for supporting marketing and advertising efforts for Alumni Hall. The Marketing Assistant reports to the Director of Marketing and supports Alumni Hall Corporate and all 32 stores in our portfolio. This position requires attention to detail, excellent task prioritization and management, graphic design expertise, digital marketing skills, great communication skills, and the ability to manage other tasks as assigned.

Responsibilities:

- Manage general inquiries, marketing questions, and all donation requests for all Alumni Hall stores.
- Content and graphic creation for store signage, social media, sweepstakes, emails, product launches, and other creative needs while delivering a consistent brand identity for the company. The ability to create new logos and branding as needed.
- Create, manage and execute all lead-generation sweepstakes and giveaways. Tasks include creating graphics, writing legal rules, launching the campaign, managing entries, notifying winners, and managing all post-sweepstakes tasks.
- Ensure all Alumni Hall information is correct across our digital footprint by updating locations, store photos, store hours to manage a consistent brand image and always have correct information for our shoppers.
- Support Marketing Director with tasks that could include managing partnerships with University Sports Properties, Media Partners, NIL/Student-Athlete collaborations, Store Events, and more.
- Efficiently and urgently communicate with Store Managers, Marketing Director, E-commerce team and other departments to ensure proper messaging and relevancy.
- Tracking ROI of marketing initiatives such as sales, couponing, partnerships and reporting out in a timely and concise manner.
- Support social media team with social media posts, comments, giveaways, design, etc. as needed.
- Other tasks as assigned.

Qualifications:

- Must be proficient in using Adobe Creative Suite (Illustrator & Photoshop)
- Must be proficient in Canva
- Must be proficient in Microsoft Office Suite
- Prior experience in promotions, sweepstakes, and/or data collection
- Passion for collegiate sports
- Customer service minded - Excellent verbal and written communication skills
- Exceptional time management and prioritization skills
- Willingness to work outside of non-standard business hours
- Team player with positive and enthusiastic attitude

Note: This job description does not contain an all-encompassing list of duties or responsibilities that are required of the employee. Management has the exclusive right to alter this job description at any time.