

NEW ORLEANS COMPANY

POSITION TITLE: EXECUTIVE ASSISTANT

DEPARTMENT: MARKETING COMMUNICATIONS

ACCOUNTABLE TO: CHIEF MARKETING OFFICER and SVP, COMMUNICATIONS & PUBLIC RELATIONS, VICE PRESIDENT OF MARKETING

STATUS: FULL-TIME, EXEMPT

Primary Objective/Position Summary:

Provide administrative support to the Chief Marketing Officer and Senior Vice President of Communications & Public Relations, and Vice President of Marketing on daily functions of the Marketing Communications department via performing clerical tasks, conducting research, making logistical arrangements, coordinating calendars and managing schedules, and inputting heavy data entry for goal reporting. Create and manage a clear flow of information with timeliness and accuracy, manage special projects and perform other office management responsibilities, as needed.

The executive assistant will act as a point of contact among executives, employees, journalists, member partners, clients, and other external partners and perform other responsibilities or special projects as assigned. The ideal candidate should possess excellent organizational and time management skills and must be a forward-thinking self-starter with the ability to act without guidance.

Major Areas of Accountability/Essential Duties:

Prepare and generate daily weekly, monthly reports, including but not limited to:

- VIP mailing lists for opinion leaders, PR Council, Tourism Matters and more
- Media Assisted
- Stories Placed
- In-kind donations
- Budget tracking
- Concur credit card resolutions
- Board reports
- You're in the News
- Ensure all reports are completed in a timely and accurate manner.

Manages the calendars of the CMO, SVP of Communication & Public Relations, and Vice President of Marketing and facilitates scheduling of internal and external meetings, proactively identifying potential conflicts and appropriately balancing time between meetings.

Ensure that executives are fully briefed and prepared for all meetings, events and appointments to include but not limited to meeting agenda, advance bio information, meeting format (in-person vs. virtual), parking arrangements, available technology, meeting or event audience, location and logistics, etc.

Schedule and coordinate various meetings as requested. Generate agendas, prepare materials, transcribe and distribute minutes to ensure that meetings are organized and efficient, and all information is available, as needed.

Serve as a professional representative of the CMO, SVP of Communications and PR, and VP of Marketing with the CEO/Executive Office and other NO&CO departments, as well as outside journalists, partners, vendors, members, elected officials, board members, customers, and VIPs, in writing, via phone and in-person.

Serve as departmental event planner for the annual Marcomm planning retreat and other special events involving customers, VIPs and journalists.

Assist the PR team with the development of press and influencer trip itineraries, including booking international flights; making local reservations; ordering welcome bag items; preparing and delivering welcome bags to hotels; entering data into digital itinerary software; processing reimbursements in international currencies; troubleshooting issues; and more.

Process monthly credit card billing for the CMO, SVP of Communication & Public Relations and VP of Marketing via Concur Expense Reporting system to ensure that bills and explanations are returned in a timely manner to the Finance Department for payment.

Assist with processing invoices, credit card statements, expense reports and other documents required by the Finance Department.

Make travel arrangements for the CMO, SVP of Communication & Public Relations and VP of Marketing by scheduling transportation, accommodations and appointments as required.

Provide general assistance to all members of the Marketing Communications Department in preparing VIP welcome packets, distributing mail, making copies, conducting research, list creation and maintenance, etc.

Respond to telephone and email inquiries for general information such as media kits, brochures, etc. in order to provide prompt customer service.

Participate in and coordinate training of new team members and interns.

Perform other responsibilities or special projects as assigned.

Education and/or Experience:

Associate's degree or equivalent from two-year college or technical school; and four to six years related experience and/or training or equivalent combination of education and experience.

Knowledge, Skills & Abilities:

- Proficient in Microsoft Office suite or similar. Knowledge of spreadsheets and database programs, desired. Prior experience with a CRM such as Simpleview, or data management system a plus.
- Strong problem-solving abilities, attention to detail and follow-through.
- Ability to manage multiple objectives simultaneously and prioritize appropriately.
- Possess excellent communication and interpersonal skills including the ability to speak effectively before groups of customers, members and/or employees of the organization.
- Proven experience in managing an executive's travel, balancing personal preferences with company travel and entertainment policy and budget guidelines.
- Ability to handle sensitive information and situations with discretion and confidentiality.
- Ability to work well in a team environment.
- Ability to adapt to the very different styles of the CMO, SVP of Comms and PR, and VP of Marketing.

Physical, Mental & Environmental Demands:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the experience, knowledge, skill, and/or ability required. Reasonable accommodation may be made upon request to enable individuals with disabilities to perform the essential functions of the job.

Position operates in several different environments, but predominantly in an office environment with prolonged periods of sitting or standing at a desk and working on a computer. Does not entail exposure to challenging or hazardous conditions. This position will require frequent weeknight and weekend assignments, often off-site, including occasional overnight stays. Ability to travel by airplane and operate a motor vehicle, or in lieu of a driver's license, access to reliable transportation.

Other duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice and do not imply a contract of employment.

Responsibility for Work of Others: None

ABOUT US:

New Orleans & Company is the official destination sales and marketing organization for New Orleans' tourism industry representing over 1,100 member companies in the city's hospitality community. Founded in 1960, our mission is to inspire, promote and encourage travel to our city for the economic, social and community benefit of New Orleans and its people. Our vision is to ensure New Orleans remains the most remarkable, unique and welcoming city in the world to live, work and visit. At **New Orleans & Company** our values are more than just words on a page. They guide everything we do; from the way we work with our members, partners and communities to the experiences we create for our visitors.

We believe in trust, building genuine relationships that foster long-term partnerships. We value authenticity, striving to be true to ourselves and our city in all that we do. We embrace innovation, constantly seeking new and better ways to serve our stakeholders and enhance the visitor experience. Collaboration is at our core, recognizing that we are stronger together. We champion inclusivity, creating a welcoming and accessible destination for all. Finally, we strive for excellence in all that we do, holding ourselves accountable to the highest standards of performance and service. These values define us and guide us, helping us to fulfill our vision of making New Orleans the most remarkable unique and welcoming city in the world.

***New Orleans & Company** is committed to providing equal employment opportunities to all employees and applicants for employment. We do not discriminate against any individual on the basis of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, or status as a covered veteran, in accordance with applicable federal, state, and local laws. We comply with all state and local laws governing non-discrimination in employment in every location where we have facilities. This policy applies to all aspects of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.*