

## **POSITION DESCRIPTION**

### **Visit Salt Lake**

**Job Title:** Brand and Experience Assistant  
**FLSA:** Full-time, Exempt  
**Reports to:** Chief Brand & Marketing Officer  
**Department:** Brand & Experience

#### **Job Summary**

Salt Lake is a place where elevation meets aspiration. An active urban city set at the foot of spectacular mountains. A place for open minds and fresh perspectives. This is an exciting time to be in Salt Lake: a brand new \$5.1B SLC International Airport expansion, a recently opened 700-key Hyatt Regency convention hotel, several new hotels in the development pipeline, population and business growth (Utah has been the fastest growing state in the nation since 2010, primarily driven by Salt Lake), host of the 2023 NBA All-Star Game and recently announced as the host of the 2034 Winter Olympics...Salt Lake is on fire, and we're just getting started.

To capitalize on this incredible growth and to achieve Visit Salt Lake's ambitious vision, we're seeking a proactive and enthusiastic individual to join our highly collaborative, and hard-working team. The Brand and Experience Assistant will provide administrative support to multiple departments including marketing, communications and Travel Trade. This role requires a proactive, resourceful individual with exceptional organizational skills, a strong ability to manage multiple priorities, and the capacity to handle confidential and sensitive information.

#### **Primary Responsibilities**

- Provide administrative support to three senior executives, including assisting with meeting preparation and supporting departmental priorities as needed.
- Manage the Chief of Brand & Marketing Officer calendar as needed to schedule meetings, coordinate logistics, and ensure alignment with priorities.
- Schedule team and leadership meetings, assist with agenda creation, capture notes, and maintain action item lists.
- Assist with gathering updates and materials for leadership meetings, internal reporting, departmental communications, and partner presentations.
- Help ensure the timely flow of information between teams, escalating delays or gaps when necessary.
- Support the preparation and formatting of presentations, reports, and basic marketing or communications materials.
- Assist the team with travel booking, itineraries, and accommodation as needed.
- Manage purchase orders (POs), assist with invoice processing, and coordinate with Finance to ensure timely and accurate approvals.
- Assist with tracking departmental budgets, including updating spreadsheets, monitoring expenses, and coordinating with Finance to ensure accuracy.
- Coordinate vendor paperwork, contracts, file transfers, and departmental logistics.
- Maintain simple trackers, department calendars, shared schedules, and deliverable lists to support organized workflows.
- Maintain and organize departmental files, shared drives, documents, and digital assets.
- Assist with internal events, team workshops, trainings, and proprietary VSL initiatives as directed.
- Other duties as assigned.

#### **Qualifications**

- 2–4 years of administrative, executive support, or department coordination experience, preferably in hospitality, tourism, marketing, events, or related industries.
- Highly organized with strong attention to detail and the ability to manage multiple tasks and deadlines simultaneously.

- Excellent written and verbal communication skills.
- Proficiency with Microsoft Office Suite (PowerPoint, Excel, Outlook) and Google Workspace.
- Experience with Asana or other task/project management tools is a plus.
- Ability to maintain professionalism and handle confidential information with discretion
- Creative problem solver with a positive, proactive, and self-starting approach.
- Ability to thrive in a fast-paced, team-oriented environment.
- Commitment to providing outstanding internal and external hospitality and service.

**Benefits Package**

Insurance: medical, dental, vision, life, long-term disability. 401(k) plan, Vacation, Sick, Personal Days, and major holidays PTO.

**Application**

Visit Salt Lake is an equal opportunity employer. We value diversity and encourage applicants from all backgrounds to apply. Only qualified candidates will be contacted for an interview. We thank all applicants for their interest in joining our team.

**Final candidates will be subject to a background and reference check. E/O/E**