

## **POSITION DESCRIPTION**

### **Visit Salt Lake**

**Job Title:** Brand and Experience Assistant  
**FLSA:** Full-time, Exempt  
**Reports to:** Chief Brand and Experience Officer  
**Department:** Brand and 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 high-level administrative support to the CBXO while assisting with administrative functions and strategic initiatives across multiple departments including marketing, communications, product development and proprietary events. 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**

##### **Executive Support**

- Manage the Chief Brand & Experience Officer's calendar, schedule meetings, coordinate logistics, and ensure alignment with priorities.
- Arrange travel itineraries, accommodations, and related logistics.
- Prepare agendas, gather documents, create meeting materials, and ensure the CBXO is prepared for meetings and events.
- Take thorough meeting notes, track action items, and assist with follow-through.
- Process expense reports, assist with invoice coding, and support budget tracking functions for the office of the CBXO.
- Maintain organized files, digital folders, and departmental documentation.
- Handle all sensitive and confidential information with professionalism and discretion.
- Conduct basic research to support presentations, department initiatives, or partner conversations.

##### **Department Administrative Support:**

- Schedule team meetings, assist with agenda creation, capture notes, and maintain action-item lists.
- 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.
- Support the preparation and formatting of presentations, reports, and simple marketing or communications materials.
- Assist with gathering assets, updating shared documents, and organizing departmental files, shared drives, and digital systems.
- Coordinate vendor paperwork, contracts, file transfers, and departmental logistics.
- Help maintain simple trackers, department calendars, shared schedules, and deliverable lists to keep workflows organized.

- Support the collection of updates and materials needed for leadership meetings, internal reporting, and departmental communication.
- Ensure timely flow of information between teams, escalating delays or gaps when necessary.
- Assist with internal events, team workshops, trainings, and proprietary VSL initiatives as directed.

### **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**

Interested candidates are encouraged to submit their resume and cover letter at [HRvisitSL@visitsaltlake.com](mailto:HRvisitSL@visitsaltlake.com).

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**