

COMMUNICATION & ADMINISTRATION ASSISTANT

JOB DESCRIPTION

PURPOSE

The Communication & Administration Assistant is responsible for supporting the Owner and General Manager with the day-to-day operations and administration of Made to Last Custom Homes, with a focus on ensuring positive, effective, and consistent communication with clients, business partners, the public, and within the Made to Last team. The Assistant will be a key contributor for executing the company's marketing, social media, and communication strategies. Working under the direction of the General Manager, the Assistant will split their time between marketing, client care, and administration. It is expected that the Assistant share in and ensure the vision and values of Made to Last are evident in all administration, promotion, and communication.

ACCOUNTABILITY

The Communication & Administration Assistant will be supervised by the General Manager. The Assistant will also be responsive to the Owner and the Head of Marketing, and will work closely with the Bookkeeper and Project Managers.

SALARY

\$25/hour; 40 hours/week.

RESPONSIBILITIES & DUTIES

Through reliable, responsive, and relational interactions, the Communications & Administration Assistant is a key role with Made to Last. With a specific focus on timely and quality communication to clients, staff, and business partners, the Assistant will balance numerous areas of responsibility.

Marketing

Work to develop and deliver the promotional communication for Made to Last.

1. **Website** – Monitor and manage SEO, develop content, update photos, and help to inform decision-making through monitoring and reporting on stats.
2. **Social Media** – Work with Head of Marketing to develop strategies, execute assigned strategies, and manage communication through various platforms.
3. **Imagery** – Ensure photos are taken as construction projects progress. File, rename, and edit photos as necessary for various purposes.
4. **Newsletter** – Produce a newsletter and blog posts on a frequent basis (approximately monthly). Maintain email system address list.

5. **Signage** – Ensure all signage meets the needs of the company’s marketing and communication strategies.
6. **Promotion & Marketing Materials** – Pursue channels for effective promotional marketing, including updating the Homebuilding Resource Guide.
7. **Referrals** – Assist with seeking referrals and posting where appropriate, including online reviews and backlinks.
8. **Awards** – Help with seeking nominations for various award opportunities.
9. **Community Service** – Support the development and coordination of community service activities which reflect Made to Last’s values, including local charity support and global initiatives.

Client Communication

Support the General Manager in providing our potential, current, and past clients with frequent, confident, and supportive communication.

1. **Lead Support** – Help ensure new leads are responded to within 24 hours. Help to maintain momentum with leads by tracking/initiating necessary tasks.
2. **Office Presence** – Maintain a welcoming and professional presence in the company office, including being the first contact for walk-in clients.
3. **Estimate Preparation** – Help the General Manager with preparing and presenting formal Estimates to clients.
4. **Client Materials** – Help the General Manager with preparing and presenting Contracts, Home Manuals, project picture books, etc.
5. **Project Updates** – Support the Project Managers in sending regular updates to the clients as their projects progress.
6. **Inspection Coordination** – Ensure that inspections and repairs are planned and followed-through for past projects.

Administration

Support the General Manager and Owner in the daily operations of Made to Last, through completing a variety of general administration tasks.

1. **Office Management** – Ensure office is maintained in a professional way, and is fully stocked with necessary supplies.
2. **Meetings** – Help to coordinate and keep notes for various meetings.
3. **Staff Support** – Help to ensure a positive staff culture through effective communication, recognition of employees, staff onboarding and training, and team gatherings.
4. **Financial Support** – Support the General Manager and other team members with various financial tasks as needed, such as completing payments.
5. **Records Management** – Ensure all electronic and paper records are filed appropriately.
6. **Correspondence** – Route various correspondence to appropriate individuals.
7. **Memberships** – Help to manage industry memberships, WorksafeBC, insurance, employee benefits, etc.
8. **Database Management** – Ensure all stakeholder information is kept updated.
9. **Other Duties** – Complete all other duties as assigned.

QUALIFICATIONS & SKILLS

The Communication & Administration Assistant is expected to have and exhibit the following education, training, experience, knowledge, and abilities. An equivalent combination may be suitable.

Education

1. Degree or advanced diploma in marketing, communications, web design or development, or other relevant discipline.

Experience

1. Experience working in communication or administration of small companies.
2. Experience in working with Content Management Systems, UX optimization, usability assessments, and service delivery websites.

Required Knowledge, Skills, and Abilities

1. Be a person of integrity and strong character, emphasized by teachability, humility, and reliability.
2. Excellent communication skills (written and oral).
3. Strong creative and technical writing skills, including editing capacity and the ability to communicate with various audiences (specifically online).
4. Capacity to self-initiate and work independently.
5. Strong interpersonal skills, with capacity to work openly with teams and collaborate effectively to achieve tasks.
6. Strong organizational and time-management skills.
7. Ability to work under tight deadlines and pressures.
8. Detail-oriented.
9. A high degree of judgment, discretion, and decision-making ability.
10. Ability to analyze and problem-solve.
11. Ability to accept regular feedback and integrate into work.
12. Good understanding of SEO.
13. Sound knowledge of social media and ability to create appropriate content.
14. Proficient in MS Office Suite.

Desired Knowledge, Skills, and Abilities

1. Strong understanding of current web-editing tools and software.
2. Sound knowledge of content strategy and best practices in UX.
3. Proficient in Adobe Create Suite.
4. Sound knowledge of Content Management Systems and website analytics programs.
5. Sound knowledge of copyright, privacy, and web governance regulations.
6. Ability to develop creative digital strategies that support the business objectives of the organization.
7. Sound knowledge of communications planning and content development.
8. Knowledge of the construction industry.