

Marketing Assistant Tompkins County

Department: Town of Dryden

Classification: Competitive

Approved: 6/2025

By: HB, Deputy Commissioner of Human Resources

MINIMUM QUALIFICATIONS:

Graduation from high school or possession of a high school equivalency diploma.

SPECIAL REQUIREMENTS:

1. The applicant must possess a valid New York State driver's license at the time of application and maintain such license for the duration of employment.
2. Reliable transportation is necessary for this position.

NOTE:

This position will be primarily outdoor and field-based work in residential areas, when needed. There may also be indoor tasks or attendance at marketing events.

Tompkins County is Committed to Equity and Inclusion. We encourage those with similar values to apply.

DISTINGUISHING FEATURES OF THE CLASS:

The Marketing Assistant is responsible for supporting Dryden Fiber's field marketing efforts by delivering and placing marketing materials, including door hangers and yard signs, in designated service areas. The position requires physical, in-person work throughout neighborhoods where Dryden Fiber provides service, as well as occasional support for additional marketing and sales outreach tasks as assigned. The work is performed under the supervision of Dryden Fiber Executive Director. Supervision over the work of others is not a function of this position. The incumbent will perform all related duties as required.

TYPICAL WORK ACTIVITIES:

- Distribute and place door hangers on residential and business doors in assigned neighborhoods.
- Install, maintain, and monitor yard signs at approved locations to promote Dryden Fiber services.
- Assist with inventory management of field marketing materials (e.g., replenish door hanger and sign supplies, track placement locations).
- Support in-person sales and promotional events, such as staffing booths, handing out flyers, or helping set up local marketing displays.
- Report progress, locations, and completion of assigned tasks to the Executive Director.

- Follow municipal, homeowner association, and property regulations regarding marketing material placement.
- Perform other related duties as assigned to support Dryden Fiber's marketing and outreach efforts.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Strong attention to detail and ability to follow instructions precisely.
- Good verbal communication skills and a polite, professional demeanor when interacting with the public.
- Ability to work flexible hours, including evenings and weekends, as needed.
- Initiative, resourcefulness, accuracy, tact, neatness, courtesy and good judgment are required;
- The employee's physical condition shall be commensurate with the demands of the position.

Originally created 06/2024

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