



# OWL'S NEST

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## LCJ MANAGEMENT, LLC d/b/a OWL'S NEST RESORT JOB DESCRIPTION

**TITLE:** Creative Assistant

**REPORTS TO:** Brand & Marketing Manager

**DEPARTMENT:** Marketing

**FSLA STATUS:** Hourly

### **JOB SUMMARY:**

The Creative Assistant at Owl's Nest Resort supports the Marketing Department in producing engaging, high-quality visual and written content that showcases the spirit of the resort. This hands-on role focuses heavily on social media support, photography, videography, dining content creation, and the preparation/distribution of print materials. The ideal candidate is creative, dependable, and thrives in a fast-paced, on-property environment where capturing real-time content is essential. Strong communication skills, the ability to work collaboratively with multiple departments, and a willingness to take direction based on the Marketing Manager's goals and priorities are critical to success in this role.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

#### **Social Media & Digital Content**

- Capture, edit, and produce daily content for major social platforms including Facebook, Instagram, TikTok, and YouTube.
- Assist with social media scheduling, content calendars, and story posting.
- Help with community engagement, comment monitoring, and guest interaction online.
- Produce short-form videos, reels, and lifestyle clips that highlight resort happenings.

#### **Photography & Videography**

- Take professional-quality photos and videos across all areas of the resort: golf, lodging, activities, wellness, weddings, and especially dining.
- Maintain an organized and up-to-date asset library for internal use.
- Edit photos and videos according to brand standards.
- Collaborate with other Marketing team members on products and large content tasks.

#### **Dining Content Production**

- Maintain a strong presence in all dining outlets to capture specials, menu items, chef features, and ambiance. Pemi Burger Bar, Panorama Six82, Slice Pizzeria, & Butch's Brooklyn Deli.
- Collaborate with food & beverage teams to produce high-quality restaurant and bar content for social, print, and digital platforms.
- Support marketing efforts around new menus, promotions, and events for dining locations.

### **Print Materials & Physical Distribution**

- Assist in designing print collateral including menus, posters, flyers, signage, and handouts.
- Prepare files and proof for accuracy before production.
- Oversee on-property distribution of printed materials to lodging, restaurants, kiosks, and activity areas.
- Update in-house signage and promotional displays as needed.

### **Graphic Design & Video Editing Support**

- Assist with basic graphic design tasks to support marketing initiatives, including resizing assets, simple layouts, and on-brand visual updates
- Support light video editing for web and digital use (short-form clips, reels, stories, promotional highlights)
- Apply brand standards, templates, and creative direction provided by leadership
- Adapt existing creative assets for multiple platforms and formats as needed
- Collaborate with Marketing Manager and external vendors on creative execution and revisions
- Ensure all visual assets meet quality, branding, and messaging standards before publication

### **Collaboration & Marketing Support**

- Work closely with the Marketing Manager and cross-functional teams to support overall marketing efforts
- Assist with project coordination, timelines, and execution of marketing campaigns
- Support on-site marketing needs including events, promotions, and resort-wide initiatives
- Create awareness of content via physical handouts, promotions, advertising

### **Compliance & Best Practices**

- Follow digital marketing best practices related to data privacy, security, accessibility, and platform policies
- Maintain organized documentation for web processes, logins, and workflows
- Build relationships with partners, influencers and event attendees

### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Degree in business, marketing, graphic design, journalism, public relations, or related field.
- Proficient working with Microsoft Office and Adobe Suite, Canva, WordPress, and Mailchimp.
- Advanced in AI models that perform accurate results (Gemini, ChatGPT, Grammarly, etc.)
- Understanding of PMS, Project Management Systems (Trello).
- Photography skills and experience with DSLR mirrorless cameras.

### **LICENSURE/CERTIFICATIONS REQUIREMENTS:**

- Valid Driver's License.
- Participate in ongoing education and training.

**PHYSICAL REQUIREMENTS AND WORKING CONDITIONS:**

- In-person position.
- Upon Marketing Managers approval, one day remote possible.
- Travel weekly to our Vineyard Course location in Ashland, NH.
- Main office location: Thornton, NH Activity Center - Admin Building.
- Normal office environment, desk space, company computer & company equipment provided.

*I understand that the job description is not a comprehensive list of my job duties, and it is up to me, along with the Marketing Manager's guidance, to determine the best and most efficient way to accomplish my job duties and responsibilities. I also understand that should my job duties change significantly, which may occur based on the business needs of Owl's Nest Resort; it is my responsibility to notify the Marketing Manager so that my job description is updated accordingly. I acknowledge that the job description will be used as the basis for my performance review.*

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Signature

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Printed Name

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Date