



**We Get Family**

## **Job Description**

**Job Title:** Marketing, Digital Media and PR Assistant  
**Reports to:** SVP of Marketing, VP of Digital Media and Director of Public Relations  
**Location:** Atlanta

### **Summary**

Responsible for providing administrative and project support to the SVP of Marketing, VP of Digital Media and Director of Public Relations.

### **Essential Duties and Responsibilities**

- General administrative duties including answering phones, arranging meetings and travel, creating and tracking expense reports, shipping and tracking marketing collateral.
- Code and route invoices, ensuring timely approval and submission to Finance.
- Support Marketing Coordinator in the maintenance of the UP Photo Library including sourcing and filing with key data points included. Share photos as they come in with key staff and vendors.
- Provide assistance on projects that may include research, proofing, follow up calls, etc.
- Assist in creating presentations and supporting the Marketing, Digital and PR team with board prep.
- Act as company photographer, proactively documenting office & studio events.
- Serve as part of a company-wide administrative team to support other organizational needs.
- Compile press clippings from various campaigns and series/movie launches to create reports.
- Create tune-in alerts for press that include series/movie descriptions and screening links.
- Assist digital team with community management across UP and UP Faith & Family social channels.
- Assist with real and digital event planning tasks like ordering supplies, props, tracking shipments, and documentation for talent requests.
- Assist in creating digital and campaign wrap reports.
- Coordinate the creation of Email Signatures, E-blasts & Posters for Lightbox and office space.
- Acquire assets/media kit from acquired programming and distribute to teams.
- Distribute key art to designated teams.
- Source marketing premiums and coordinate ordering and distribution.

### **Education/Experience**

Bachelor's degree from a four-year college or university; experience in cable television marketing support preferred; must be an enthusiastic team player; project a professional image through phone and face-to-face interaction; Must be well-organized and detail-oriented with ability to manage, prioritize and balance multiple tasks; possess excellent interpersonal, written and oral communication skills; ability to work independently; demonstrate sound judgment; must be resolution-oriented, with creative problem solving skills; an ability to trouble shoot in a fast-paced environment.



**We Get Family**

**Computer Skills**

To perform this job successfully, an individual must have a thorough knowledge of Microsoft Office Suite including Word, PowerPoint and Excel. Knowledge of Keynote a plus.

**Certificates and Licenses**

No certifications needed.

**Supervisory Responsibilities**

This job has no supervisory responsibilities.

**Application Process**

To apply, submit your resume to Human Resources at [recruiting@uptv.com](mailto:recruiting@uptv.com)

For information on our company, visit [www.uptv.com](http://www.uptv.com)