



## Job Description

**Job Title:** Manager, Marketing  
**Reports to:** Director, Marketing  
**Location:** Atlanta, GA  
**FLSA Status:** Exempt

### Summary

The Marketing Manager will manage the workflow and deliverables associated with each priority campaign, assist in the development of creative and strategy briefs, serve as point person for all consumer-facing requests and deliverables.

### Essential Duties and Responsibilities

- **All UP Programming - Media:**
  - Provide team feedback to the media buying and planning agency on off channel media strategy including Digital, TV, Radio and OOH media campaigns
  - Manage the media trafficking process for off-channel media, including print ads, digital assets, TV and radio spots
  
- **UP Movies, Specials and Pilots - Marketing Strategy & Campaign:**
  - Develop marketing strategies and creative briefs
  - Provide regular updates to, and regularly brainstorm with, Director of Marketing to create engaging and strategic marketing campaigns
  - Develop and manage partnerships and promotional sweepstakes
  - Manage and execute on-site activations for all marketing partnerships and promotions which include hiring staff, vendors, caterers and serving as the direct point person for sponsors, clients and talent
  - Manage the quarterly corporate and ad sales one sheet process
  - Liaise with internal groups to ensure all departments are on strategy regarding promotions
  - Partner with Digital to create strong 360 campaigns
  
- **UP Movies, Specials and Pilots - Agency Management & Budgeting:**
  - Manage creative agencies on the development of all consumer facing key art, digital assets (web banners & social media memes), company one-sheets and marketing promo collateral
  - Work with Legal to negotiate vendor and agency contracts
  - Forecast and track marketing collateral, key art and photography budgets which include, forecasting, tracking expenditures and reconciling invoices
  
- **UP Movies, Specials and Pilots - Key Art Development:**
  - Serve as the primary point of contact for all key art and talent photo requests
  - Serve as the direct marketing contact during the production of UP Original Movies & certain series



- Read scripts and develop photo gallery shot list for key art
- Serve as the on-set point person and art director for gallery photo shoots
- Work with internal legal team and talent management for approval of talent photos for promotional and publicity use
- Initiate and maintain strong vendor relationships, working closely with creative agencies, photographers, talent, talent reps, producers, directors and production companies

### **Education/Experience**

Bachelor's degree (B. A.) from four-year college or university; or two to four years related experience and/or training; or equivalent combination of education and experience. Must have 3-5 years' experience in creative/media at a cable network. Must have strong writing and organizational skills.

### **Language Ability**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers and the general public

### **Math Ability**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to compute rate, ratio and percent.

### **Reasoning Ability**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.

### **Computer Skills**

To perform this job successfully, an individual should have knowledge of the Office Suite including Microsoft Word; PowerPoint, spreadsheet software; and internet software. Knowledge of Publisher and database management software preferred.

### **Certificates and Licenses**

No certifications needed.

### **Work Environment**

The noise level in the work environment is usually moderate.

### **Application Process**

To apply, submit your resume to Human Resources at <https://app.trinethire.com/companies/183-uptv/jobs/3545-manager-marketing>.



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