



Job Description

Job Title: Coordinator, Distribution Marketing

Reports To: SVP Distribution Marketing

Location: Atlanta

FLSA Status: Exempt

WHO WE ARE

UP Entertainment, home to UPtv, UP Faith & Family and AspireTV, is the destination for positive and authentic storytelling that is relevant to each network's audience. UPtv, the trusted network for uplifting entertainment, offers exclusive premiere movies, uplifting theatricals and beloved series. UP Faith & Family, America's favorite streaming service for families, gives instant access to the best in family and faith-friendly entertainment anytime, anywhere, and AspireTV is the leading network for Black and urban lifestyle programming.

SUMMARY

The Coordinator, Distributor Marketing position supports the Distribution department with marketing activities, administrative duties, and execution of brand partnerships among the portfolio of video distributor accounts including traditional cable and satellite providers (MVPD's), virtual MVPD's, SVOD, FAST, AVOD and other emerging platforms and providers. This role is primary support to the team to grow the linear brands, UPtv, Aspire TV, our Subscription Video on Demand service, UP Faith & Family, and our Free Ad Supported TV services, Cine Romántico and AspireTV Life. This role allows someone passionate about entertainment marketing, video platforms and media trends, and building strong cross-department relationships with exceptional customer service acumen. Bring your passion, creativity, strong project management skills and curiosity! This is an exciting time to be at UP Entertainment. Come grow with us. You will be central to the team and key operational support and implement marketing activities to accomplish team goals, drive brand and content priorities, and support partnerships and promotion of UP Entertainment brands among our distribution partners. Creative insight, an eye for detail, strong organization, project management and communication skills are essential. As this position fully supports the distribution team, you will also be the owner of process and efficiencies, ensuring we execute key marketing initiatives and tactics in the most efficient way.



ESSENTIAL DUTIES & RESPONSIBILITIES

- Partner with distribution team to execute marketing activities and campaign elements in support of distributor partnerships such as: promotions, events, marketing collateral, administrative functions and creative, premiums, sponsorships, etc.
- Manage request and delivery of creative assets, ensuring proper use of brand, content and messaging.
- Act as a distributor marketing liaison among our Distributor Clients (Affiliates), and Inter-Company Departments.
- Create, update and maintain database and marketing tracking documents.
- Download and disseminate requested reports from industry databases.
- Prepare and submit department creative requests (PSR)
- Maintain vendor relationships, source, and collect premiums/merchandise ideas and pricing and work with team on items that best represent our company.
- Keep abreast of video entertainment business, distributor platforms, consumer trends and new technologies.
- Ensure communications and creative assets are updated, in legal compliance and approved for external partner use (key art, presentations, logos, spots, trailers, etc.) in an organized, streamlined fashion
- Interact with external distributor clients (affiliates) and agencies as directed.
- Create strong and succinct presentations, spreadsheets, reports and other documents.
- Develop monthly/quarterly brand overviews with key art, show descriptions, premiere dates and content schedules.
- Prepare support materials for internal communications/meetings.
- Day-to-day support for Distribution Team

Front Office Responsibilities (1-2 days/wk) – Duties may include:

- Meet and greet visitors, contractors, prospective candidates and guests.
- Screen and route incoming calls from main UP Entertainment phone line.
- Manage incoming and outgoing mail/packages.
- Manage occasional Atlanta office meeting logistics.



Project Management

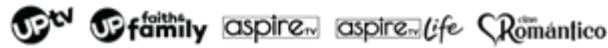
- Work closely with distribution, marketing and creative services teams to prioritize exceptional marketing execution, adhering to timelines, deadlines and brand project plans
- Maintain project management tools (Wrike, Central Asset Folders/Shared Drives)
- Execute/communicate enhancements.
- Develop project timelines to meet key deadlines and create cohesive messaging across stakeholder touch points.
- Occasional branded promotion and events planning and logistics for distributor clients.
- Manage special projects as assigned.

Education/Experience

- Bachelor's degree (B.A.) or equivalent from a four-year college or university, preferred.
- Minimum of 1-2 years industry marketing, administrative or related field highly preferred.
- Prior experience and knowledge of media industry and entertainment is a plus.

Skills

- Must have excellent time and project management skills and be responsive and adept at multi-tasking in a service/client-oriented atmosphere.
- Must possess exceptional interpersonal, written and oral communication skills, including presentation skills.
- Must be well-organized and detail-oriented with ability to manage, prioritize, balance multiple projects, and adhere closely to deadlines.
- Must have ability to work with and maintain confidential information and demonstrate sound judgment and discretion in internal/external communications and interactions.
- Must be resolution-oriented, with creative problem-solving skills and proactive with an ability to trouble shoot in a fast-paced, high-volume environment.
- Must possess exceptional customer service and relationship-building skills.
- Must have the ability to work independently and collaboratively as a team.
- Scrappy and resourceful with the ability to pivot and adjust as needed.



Computer Skills

- To perform this job successfully, individual must be highly proficient in Microsoft Office Suite, Google Meets and similar video platforms.
- Primary software: Microsoft Office Suite, Adobe Photoshop, Wrike Project Management, Vimeo, HubSpot and Hightail/Box

OTHER

The Company has a policy that requires employees who enter our offices be fully vaccinated against COVID-

19. Our policy is subject to and complies with applicable law. This is a hybrid job role, with a combination of telecommuting workdays and in-office workdays.

Possess irrefutable business and personal ethics and exemplify the company's core values: Be Your Best, Be Uplifting, and Be a Buffalo.

APPLY TO THIS POSITION:

<https://app.trinethire.com/companies/183-up-tv-aspire-tv/jobs/75263-coordinator-distribution-marketing>

For more information, visit www.uptv.com



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