



**Job Title:** Coordinator, Marketing; UP Entertainment  
**Reports to:** VP Brand Marketing, UP Entertainment  
**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.

### **Why Join Us**

The Marketing Coordinator position supports the overall Marketing department and Brand Managers leading UPtv, Cine Romántico, aspireTV and aspireTV Life. This role allows someone passionate about entertainment marketing, digital and social trends, and building a community for brands to be at the center of the team and contribute in a meaningful way. Bring your passion, creativity, eye for detail, strong project management skills and curiosity! This is an exciting time to be at UP Entertainment. Come grow with us.



### **Role & Responsibilities**

The Marketing Coordinator will be responsible for managing the design, implementation, and delivery of a range of online & offline communication strategies across multiple brands to maximize tune in and establish long term relationships with viewers. They will be the steward of process, ensuring we are delivering on-strategy creative in the most efficient way. They will take on both macro (overall creative process) and micro (campaign specific tactics) level responsibilities.

### **Creative and Campaign Management**

- Support Brand Managers by being assigned to key show launches and tentpole initiatives to manage in partnership with them. Manage specific tactics within multi-platform campaign plans based on annual and quarterly priorities for each brand.
- Assist in the strategy, creative ideation, and tactical execution of marketing plans (ex: brand partnerships, paid media, sweepstakes, radio promotions, premiums, webpage development, etc.).
- Act as a liaison with the Creative Services, Media Agency, Legal, Operations, PR, Digital/Social, On-
- Air Promotion, Affiliate Marketing, Tech & Innovation teams.



- Contribute to the      development of marketing decks and monthly documents. Create post-campaign presentations/docs to showcase tactics and results.
- Track data and insights regarding campaign performance to identify key learnings and opportunities; Also keep abreast of digital consumer trends and new technology that can be utilized in the development and execution of audience targeted campaigns.

## **Project Management**

- Develop project timelines and capture messaging direction to ensure key deadlines are hit and there is cohesive messaging across consumer touch points.
- Submit and manage creative requests as defined by brand managers.
- Ensure creative brand assets are updated, in legal compliance, and available across all Up Entertainment teams and external partners (key art, presentations, logos, trailers, digital banners, etc.) in an organized and streamlined process.
- Assist with the delivery of paid media assets, ensuring proper tagging to capture data Insights when needed.

## **Client Relationships**

- Act as brand marketing liaison with internal clients (Ad Sales, Affiliate Marketing, PR, Creative Services & Executive Leadership) by handling marketing asset, data and ad hoc requests.
- Provide support to brand managers for external relationships including media agency, creative agency, studio/production partners and talent to accomplish marketing objectives.






## **Education/Experience**

Bachelor's degree (B.A.) required (Marketing, or related field, preferred). Minimum 1-2 years of marketing experience. Prior experience and knowledge of media and entertainment is a plus.

## **Skills**

- Strong verbal and written communication skills, including presentations.
- Proficiency in Microsoft Office Suite including Word, PowerPoint, and Excel.
- Must be results-oriented, with creative problem-solving skills; proactive with an ability to trouble shoot in a fast-paced high-volume environment.
- Digital native with an understanding of key social platforms and a desire to expand knowledge in data and analytics.
- Must have excellent time management skills and be adept at multi-tasking in a service/client-oriented atmosphere.



- Strong interpersonal skills      with the ability to work well in a team environment.
- Must be well-organized and detail-oriented with ability to manage, prioritize and balance multiple projects.
- Must have ability to work with and maintain confidential information and demonstrate sound judgment and discretion in internal/external communications and interactions.
- Scrappy and resourceful with the ability to pivot and make adjustments as needed.

## Other

The company requires employees who come into our offices be fully vaccinated against COVID-19. We will comply with applicable law regarding exemptions and/or accommodations to the vaccine requirement, such as religious or medical exemptions.

## Application Process

To apply, submit your resume to Human Resources at

<https://app.trinethire.com/companies/183-up-tv-aspire-tv/jobs/71428-marketing-coordinator>

## UP Entertainment Purpose & Brand Values



### UP Entertainment's Purpose

- **Uplift Someone:** Inspire someone. Celebrate someone. Love someone.

### UP Entertainment's Core Values

- **Be Your Best:** Our differences, experiences and passions are respected, celebrated, and supported at UP, because we are our most productive as our authentic selves. We always give our absolute best and pursue excellence by designing and planning for the results we want and delivering them. Our industry is ever-changing and so are we. We ask why, learn through innovation, and become better every single time. We go above and beyond to get the job done. Good is never enough. We are our BEST together.
- **Be Uplifting:** Being kind costs nothing. We uplift and inspire, making someone's day and their life better by serving them well. We share knowledge and information and are committed to developing ourselves and others. We team up across boundaries and differences to win. At UP, success is shared. We say "us" and "we" not "I" and "me". We are BETTER together.
- **Be a Buffalo:** Like the buffalo, we run unified toward challenges and face them with determination and strength. Our industry is unpredictable and so are we. We work hard and are most resourceful and



innovative when pressure is      applied. We are confident and courageous, resolute, and strong. At UP, we welcome disruption. We are STRONGER together.



UP<sup>tv</sup> UP <sup>faith</sup>family aspire<sup>tv</sup> aspire<sup>tv</sup> life <sup>rom</sup>Romántico