



**Job Title:** Coordinator, Marketing; UP Entertainment  
**Reports to:** VP Marketing, UP Entertainment (SVP Marketing, Interim)  
**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.

## What you will do

You will be in the center of it all as a strategic contributor to unique and engaging 360 marketing campaigns. Creative insight, an eye for detail, an ability to spot social trends, with strong organization and communication skills, are key, as the primary person responsible for initiating creative and video production requests/approvals/deliveries for internal cross promotion, organic/paid social, public relations and external distributor use. This position supports the overall Marketing department and all UP Entertainment Brand Managers (UP Faith & Family, UPtv/Cine Romántico, aspireTV/aspireTV Life, etc), with an emphasis on UP Faith & Family.

## Essential Duties and Responsibilities

- Utilize MarTech stack daily to track the health of our subscriber base (Direct-to-Consumer & Distributors), identify popular/trending content, and be aware of any issues that may need to be communicated to key stakeholders
- Maintain monthly documents that provides content priorities with descriptions as a reference for distributors, organic social and paid media
- Create and deliver assets to support the execution of distributor-focused activities including promotions, media buys and new launches that highlight the brand and ultimately drive acquisitions
- Manage creative process with designers (internal/external) to aid with periodic brand refresh and alignment needs across all platforms. Includes copy, graphics, logos, app store assets, splash pages, presentations, one sheets, etc.
- Create post-campaign presentation/docs to showcase tactics and results.
- Will work primarily with Director and Project Manager while acting as a liaison with Creative Services, Media Agency, Legal, Operations, PR, Marketing/Digital/Social, On-air Promotion, Tech & Innovation teams
- Primary person responsible for art files including logos and key art and distribution of same internally and externally.
- Help create and continuously update marketing plans as promotional tactics are solidified.
- Execute partner promotions including on-site activation.



- Primary person responsible for the intake of photos, photo library, tracking photo approvals and photo requests from various departments (PR, Digital, Ad Sales and Content Distribution and Marketing, etc.). Act as staff photographer.
- Manage internal marketing assets (in-office signage, e-blasts, etc.).
- Overall Marketing department support that may include meeting coordination, invoice processing and expense report generation.
- Primary software: Adobe Photoshop, Microsoft Office Suite, Wrike Project Management, Frontify, Vimeo, Hubspot and Hightail/Box

### **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 1-2 years' experience in creative/media at a cable network and strong writing and organizational skills.

### **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/53467-marketing-coordinator>