



**Job Title:** Marketing Coordinator, Subscription Services (SVOD)  
**Reports to:** Sr. Brand Manager, Subscription Services  
**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 key operational, and occasionally strategic, contributor to unique and engaging 360 marketing campaigns to sell (enhance connect activity) and maintain subscribers (lower churn) with our subscription-based services. Creative insight, an eye for detail, with strong organization and communication skills, are essential 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. As this position fully supports the SVOD brand manager, you will be the marketing owner of process and efficiency, ensuring we are delivering on-strategy creative and executing key campaign elements in the most efficient way.

### **Essential Duties and Responsibilities**

#### **Creative and Campaign Management**

- Day-to-day support for internal and external clients
- Assigned to key show launches/tentpole priorities to manage in partnership with them, managing specific tactics for consumer and always-on campaigns based on annual/quarterly marketing plans for each brand
  - Developing project timelines, messaging direction, and delivering assets to support results-driven, multi-platform campaign plans in line with corporate and brand direction that reflect brand priorities
  - Creating and managing all marketing materials and collateral in line with brand direction
  - Prepare support material for internal communications/meetings
  - Manage invoicing



- Interact with agencies as directed
- Submitting all creative requests (PSR) and setting up kick-off meetings with creative to clarify objectives and answer any follow up questions
- Ensuring communications and brand assets are updated, in legal compliance and available across all UP Entertainment teams and external partners (key art, presentations, logos, trailers, etc.) in an organized and streamlined fashion.
- Partnering with Brand Management to direct execution of campaign elements (i.e., sweepstakes, radio promotion, partnerships, premiums, webpage development)
- Managing delivery of paid media assets, ensuring proper tagging through Data Insights when needed

### **Project Management**

- Maintaining project management tools (Wrike, Central Asset Folders)
  - Execute/communicate enhancements
  - Onboard new team members
- Partnering with Marketing Communications Manager to document creative process
- Owning and managing the cross-brand Marketing Calendar, ensuring it is kept up to date
- Working with Creative Services to prioritize execution to capacity, create timelines and project plans, and manage overflow with contractors and agencies

### **Education/Experience**

- Bachelor's degree in marketing or related field highly preferred
- Minimum 2-4 years of industry or creative agency 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
- Must have excellent time management skills and be adept at multi-tasking in a service/client-oriented atmosphere
- Must have excellent interpersonal, written, and oral communication skills
- Primary software: Adobe Photoshop, Microsoft Office Suite, Wrike Project Management, Frontify, Vimeo, Hubspot and Hightail/Box



- 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
- Exceptional organizational skills and the ability to work independently and collaboratively as a team

### **Certifications**

This job currently has no certification requirements.

### **Supervisory Responsibilities**

This job currently has no direct reports.

### **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.

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

### **Application Process**

To apply, submit your resume to Human Resources at

<https://app.trinethire.com/companies/183-up-tv-aspire-tv/jobs/71469-marketing-coordinator-subscription-services-svod>