

Up with People Road Staff Position Description

Title: Marketing & Promotion Coordinator
Reports to: External Relations Manager
Department: Marketing and Tours
Starting Date: January or July



Core Responsibilities:

The Marketing & Promotion Coordinator is responsible for front of house management, sponsor relations, social media updates and executing promotional activities. The Marketing & Promotion Coordinator will work closely with Tour Managers and Advance Teams in achieving the goal of promoting the Up with People (UWP) show, and will support the Admissions Team in achieving the goal of recruiting students. The Marketing & Promotion Coordinator must also be able to:

- Act as a coach, role model and mentor in the participants' learning.
- Maintain a safe and respectful multicultural learning environment.
- Be adaptable and flexible in a fast paced, constantly changing environment.
- Develop and foster a community that allows for a transformative experience for participants and community members.
- Attend to participant needs, counseling and feedback.
- Work with all staff facilitators to ensure the successful implementation of the entire Up with People program by participating in a variety of program components.
- Build and maintain relationships with UWP constituencies, including host families, prospective participants, sponsors, UWP alumni, donors and supporters.

Specialized Responsibilities:

Marketing & Promotion

- In collaboration with UWP staff and community supporters, promote the mission and activities of the organization as well as the partner community projects on tour.
- Coordinate media relations on tour, including involving others in media interviews.
- Coordinate successful advance team intern selection, training and evaluation.
- Support Advance teams with creative marketing ideas for each tour city prior to cast arrival.
- Monitor and promote ticket sales for every show in collaboration with Advance Teams.
- Promote the understanding of each city's sponsor and beneficiary within the cast.
- Motivate the cast to assist the Advance Teams with in-city needs.
- Within each city, assist advance teams as needed with media interviews and additional in-town cast promotional ideas.
- Coordinate, protect and maintain all marketing collateral on tour (programs, banners, roll-ups, etc.)
- Establish and manage a "thank you campaign" to appropriately recognize contributors of each city on the tour.

Front-of-House & Merchandise

- Communicate to the appropriate office and regional staff about sales strategies, budget objectives, inventory needs and other relevant aspects of merchandising.
- Coordinate and oversee the merchandising operations for each show, including sales and inventory.
- Oversee and track complimentary tickets and merchandise in each city.
- Plan and manage sales of all Up with People merchandise at shows and events.
- Responsible for accurate accounting and reporting of sales activities as well as timely submission of cash income to the Finance Coordinator and weekly reports to office contacts.
- With the Production Department, ensure a professional and inviting atmosphere for the show.
- Manage front of house operations for each show including ushers, greeters, box office, reserved seating and general event management.

Other

- Guide intern teams throughout the semester; coaching them in their learning goals, facilitating mid-point check-ins and evaluations, as well as final evaluations.
- Receive cross-training on admissions in order to support all department functions.

Qualifications:

- Experience working in a high intensity work environment.
- Experience as a Promotion Representative in the Up with People program.
- Accounting experience.
- Event management experience.
- Merchandise and/or sales experience.
- Great public speaking skills.
- Strong verbal and written English skills.
- Strong organizational skills.
- Ability to maintain confidentiality and exercise discretion.
- Experience with budget management.
- Proficient computer skills, including Word, Excel, PowerPoint and Outlook.
- Experience in the facilitation of experiential education programs.
- Lived or worked in a foreign country.
- Second language skills a plus.
- Experience in crisis management.
- Experience in conflict resolution.
- A model of exemplary ethics.

Notes:

- This position description is not intended to be an exhaustive list of all duties, responsibilities or qualifications associated with the position.
- This position expects a minimum one year (two-tour) commitment.
- All Up with People road staff members are expected to have a valid driver's license and be willing to drive in all regions of the tour.
- Transportation from your home airport to Denver as well as from your last project assignment of the semester to your home will be covered by Up with People.
- This is a volunteer staff position. As a result no compensation is offered. You will receive a monthly per diem towards reimbursement of expenses.

Application Procedure:

To apply for this position, please send a resume or CV along with a cover letter to Employment@upwithpeople.org. In the "Subject" line put your name and the position for which you're applying along with the program start date, (January or July and Year)