
POSITION: Promotion Staff (Representative, Manager)
DEPARTMENT: International Tours
REPORTS TO: Tour Manager (in the Region)
STARTING DATE: Positions begin January and July

Summary of Position: Up with People's Promotion Staffs are the principal and primary representatives of the organization in the communities to which they are assigned. They are responsible for ensuring the successful planning, management, and implementation of organizational and sponsor-related goals.

Core Responsibilities:

- Exist as a brand ambassador for the Up with People organization delivering a high-quality experience for both the community and UWP participants
- Exhibit positive communication with all constituents that appropriately reflects the UWP mission, maintains organizational integrity, and fosters respect
- Build, develop and manage relationships with community constituents
- Act as a role model and mentor to UWP participants as a General Staff Member

Specialized Responsibilities:

Promotion Manager

- Focus on 'high profile' cities
- Be the designated team lead
- Assist in the facilitation of PR Training sessions, as requested
- Be the media spokesperson within the setup
- Implementation of a personalized project, to be determined with Sr. Tour Manager, that leverages the PMs individual skill set to the benefit of the entire PR team

Promotion Representative

- Create an awareness and focus on achieving sponsor objectives
- Implement innovative marketing and promotional strategies that leverage public relations including managing the distribution of promotional materials press kits
- Identify promotional opportunities via community networks and arrange and facilitate subsequent presentations and outreach to various audiences
- Execute sales strategies to meet target attendance goals at performances
- Work in tandem with internal and external constituents to create a balanced and efficient cast schedule which fulfills sponsor expectations and meets/reflects community needs
- Work collaboratively with Cast Staff to meet departmental needs and communicate relevant information as it pertains to the cast visit
- Arrange cast logistics, including but not limited to: securing host families and soliciting donations and in-kind contributions for meals, facilities, lodging and miscellaneous needs
- Identify unique educational and cultural experiences such as tours, area attractions, demonstrations, and guest speakers
- Support opportunities and generate an enthusiasm via targeted outreach to travel-aged demographics to drive admissions goals
- Oversee and manage assigned city budget

- Fulfill administrative obligations; prepare memos, provide weekly updates, oversee ticket tracking and distribution; and complete city-close out documentation

Qualifications:

- Basic understanding of marketing strategies, tactics, and persuasion skills
- Educational background and/or experience in working with media and/or public relations
- Experience in event planning and management
- Strong verbal and written English skills
- Proven organizational skills
- Experience with budget management
- Experience working in a high-intensity work environment
- Ability to maintain confidentiality and exercise discretion
- Proficient computer skills including Word, Excel, PowerPoint, and Outlook
- Second language fluency a benefit for international assignments
- Experience in crisis management and conflict resolution
- A model of exemplary ethics

Notes:

- All Up with People road staff members need to have a valid driver's license and be willing to drive in all regions of the tour.
- This position description is not intended to be an exhaustive list of all duties, responsibilities or qualifications associated with the position.
- Transportation from your home airport to Denver as well as from the last city on tour 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.

Send your resume or CV to: employment@upwithpeople.org.