



POSITION DESCRIPTION

Marketing Coordinator

ABOUT URBAN TRIAGE, INC.

Urban Triage, Inc. is on a mission to empower Black families while mobilizing community resources and distributing them to those most in need. At the same time, we engage systems in implementing systematic, sustainable, equitable, and clinically sound approaches to health behavior and prevention. We are poised to do this through education, community support services, and advocacy that systematically reduces and eventually works to eliminate barriers such as inadequate education, lack of access to resources, and class and health disparities.

Our goal is to promote positive health outcomes and reduce significant health disparities at the community level. We do this by meeting basic needs and then engaging communities through educational opportunities and effective advocacy at multiple levels. We stand in the gap for those most in need through advocacy, transformative education, and critical coordinated services between partner organizations, city officials, and community resources. Most critically, we do this with the community's trust and track record to carry out the work.

POSITION OVERVIEW

The Marketing Coordinator position will work in conjunction with the Director of Marketing, CEO, and other staff of Urban Triage to fulfill the mission, vision, and implementation of its strategic plan. This position will manage cross-divisional activities that advance Urban Triage's strategic growth and development, and enhance operations. This position also serves as the primary resource for Urban Triage's administration to determine the general, financial, and administrative services required to plan and execute the mission.

RESPONSIBILITIES

- Participate in defining and implementing Urban Triage initiatives and strategies.
- Participate in developing and implementing tactical marketing communications projects, including service tools, marketing collateral, advertisements, websites, and training materials.
- Effectively coordinate the development, design, approval, production, and distribution of marketing materials.
- Champion the Urban Triage brand identity across all developed materials.
- Market Urban Triage, Inc. services by maintaining promotional materials inventory; assisting program coordinators with planning meetings and community events/workshops; maintaining databases; and tracking data.

- Prepare reports and assist in developing the annual Urban Triage, Inc. impact report.
- Assist in developing the monthly e-Newsletter and email blasts by managing and developing content, creating graphics, formatting, and managing contacts.
- Participate in implementing marketing and social media campaigns by assembling and analyzing service forecasts; preparing marketing and advertising strategies, plans, and objectives; and planning and organizing promotional presentations.
- Participate in developing policies and procedures for Urban Triage, Inc.'s programs and services.
- Assist with grant and proposal writing and ensure compliance.
- Ensure database(s) maintenance, including participant and prospect information reporting, tracking, and mailing list.
- Organize and establish meetings regularly with designated individuals to foster positive relationships.
- Assist with developing public relations and communications strategies to support program goals and increase community awareness.

TASKS AND ROLES

- Maintaining and developing Urban Triage's website (urbantriage.org).
- Assist with content and scheduling of social media posts.
- Event (virtual and in-person) support
- Photography and videography (including editing and working with external vendors).
- Maintain a thorough understanding of Urban Triage's brand guidelines.
- Maintain a thorough understanding of Urban Triage's program-specific messaging and brand procedures.
- Design and develop collateral materials for all Urban Triage departments with brand fidelity using Canva and Adobe Creative Suite.
- Urban Triage e-Newsletter and email communications support with content, design, and layout using Constant Contact.
- Media relations activities including writing press releases and media alerts, maintaining a digital news archive, and participating in strategic communication efforts.
- Social media management support (Facebook, Twitter, Instagram, LinkedIn, Alignable, TikTok, etc).
- Content management and video cataloging on Urban Triage's YouTube channel

QUALIFICATIONS

- High School Diploma, BA or MA preferred.
- Must have excellent verbal and written communication skills; must be detail-oriented, well-organized, and able to set priorities under pressure.
- Must be a creative-minded self-starter who can multi-task well.
- Must be professional, hard-working, and have excellent time management skills.
- Must have strong writing and interpersonal skills.
- Previous experience in a community-based organization is preferred.
- Knowledge of principles and practices related to marketing and program administration.

- Excellent public relations, negotiation, team, and conflict management skills.
- Strong and personable written and oral communication skills.
- Creative, strategic, and analytical thinker who can manage multiple projects.
- Demonstrates ability to maintain confidentiality with sensitive information.
- Proficiency in Google products (Google Docs, Drive, Sheets, etc.), Microsoft products (Word, Excel, PowerPoint, etc.), internet navigation and research, ability to maintain databases and complex spreadsheets, and experience with project management software.
- Proficiency in Canva and/or Adobe Suite for graphic design.
- Proficiency in Constant Contact or other email marketing software.
- Must have social media and website content management experience. Knowledge of Facebook, Instagram, Twitter, YouTube, TikTok, LinkedIn, Alignable, Hootsuite, and Google Analytics is required. HTML is preferred, but not necessary.
- Event management and organization experience is preferred.
- Have a strong commitment to programs and services that address community issues.
- Understands outputs, indicators, and outcomes.
- Ability to understand and promote Urban Triage's work including resource development and community impact departmental focuses.
- Ability to establish and maintain strong effective working relationships.
- Ability to work cross-functionally to advance progress toward and achieve goals.
- Ability to work under pressure, adapt to change and solve problems.
- Flexible; able to wear different "hats" on short notice.

BENEFITS

- Health, Dental, and Vision Insurance
- Life Insurance
- Employee Wellness
- Receive 4 Weeks of Vacation/PTO/Sick Leave, Annually
- Receive 1 week of Paid Time Off for Christmas Break

DISCLAIMER

The job description has been designed to indicate the general nature and essential duties and responsibilities of work performed by employees within this job title. It may not contain a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to do this job.

COMPLIANCE REQUIREMENT

This job adheres to the ethical and legal standards and behavioral expectations set forth in the code of business conduct and company policies. As a component of job responsibilities, employees may have access to covered information, cardholder data, or other confidential information that must be protected at all times. In connection with this, all employees must comply with both the Health Insurance Portability Accountability Act of 1996 (HIPAA) as

described in the Notice of Privacy Practices and Privacy Policies and Procedures as well as all data security guidelines established within the Company's Handbook of Privacy Policies and Practices and Information Security Policy. Furthermore, it is every employee's responsibility to comply with the company's Code of Business Conduct. This includes but is not limited to adherence to applicable federal and state laws, rules, and regulations as well as company policies and training requirements.