



POSITION DESCRIPTION

Marketing Manager

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 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, with the community's trust and track record to carry out the work.

JOB DESCRIPTION The Marketing Coordinator/Intern will work in conjunction with directors and program coordinators of Urban Triage, Inc. to fulfill the vision and implementation of its strategic plan and manage cross-divisional activities that advance Urban Triage, Inc.'s strategic growth, development, and enhance operations. This position serves as the primary resource for Urban Triage, Inc.'s administration to determine the general, financial, and administrative services required to plan and execute the mission.

ROLES AND RESPONSIBILITIES

- Participate in defining and implementing Urban Triage, Inc. 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, Inc. 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 develop the annual Urban Triage, Inc. impact report.
- 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.
- Create content for all social media platforms
- Create flyers for outreach (programs, events, campaigns, etc.)
- Update website
- Pull reports from a website and upload contact information into Constant Contact.
- Use Hootsuite for managing social media platforms and content
- Use Canva for marketing
- Create annual report
- Create/update brochures
- Create sponsorship packages
- Create communication plans for events and campaigns
- Create content for the newsletter 2x a month
- Design marketing materials

QUALIFICATIONS

- High School Diploma, BA or MA preferred OR equivalent experience. Experience is more important than degrees at Urban Triage
- The willingness to grow your skills is imperative
- Self-starter
- High standard of work ethic
- Work independently with little direction
- Comfortable working in a start-up culture
- Comfortable in a fast-paced environment
- Previous supervisory 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 with the ability to manage multiple projects.



- Experienced in developing and managing budgets.
- Hiring, training, supervising and leading a successful team.
- 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.
- Event/curriculum planning and implementation.
- Flexible; possessing the ability to wear different “hats” on short notice.
- Comfortable centering the Black experience
- Comfortable being led by a Black-led organization and woman-centered organization