



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

POSITION GENERAL OVERVIEW

- Assist in the development and implementation of the company's brand strategy
- Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for processes, and content
- Prepare marketing activity reports and metrics for measuring program success
- Provide market research, forecasts, competitive analyses, campaign/initiative results, and study consumer trends
- Support the maintenance and development of internal tools, including a credentials database, tracking capability, global contact directory, and intranet sites
- Willingness to further expand education and studies through Urban Triage

workshops, external research, seminars, and share best practices, and local marketing ideas and tactics with the team

DAILY AND MONTHLY RESPONSIBILITIES

- Conduct research to analyze market trends, customer behavior, and competitive landscape, and prepare reports by collecting, analyzing, and summarizing data
- Support the Director of Development in evaluating and establishing the marketing plan and strategy by assembling and analyzing sales forecasts, setting objectives, planning and organizing promotional presentations, posts, and updating the team calendar
- Communicate campaign objectives, timelines, and deliverables to the sales team, and provide instructions for use or promotion
- Plan and manage meetings, events, and conferences by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating our mailing lists
- Maintain a directory and inventory of sales support materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed
- Continually seek and research new sources of prospective customer data, and provide recommendations to sales and marketing leadership

SKILLS AND QUALIFICATIONS

- Bachelor's degree in marketing, advertising, or communications
- Past work experience as a marketing coordinator or similar role
- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Positive and optimistic individual that can maintain solid working relationships with our internal and external resources and team
- Experience with research using data analytics software
- Excellent writing, reading, communication, and presentation skills
- Proficiency in Microsoft Office Suite, especially with Excel and PowerPoint
- Bachelor's Degree in Social Work, Public Health, Psychology, Counseling or Education

PREFERRED QUALIFICATIONS

- Familiarity with content management systems (CMS) and customer relationship management (CRM) tools
- Working knowledge of HTML and design and email software
- Experience working with budgets and forecasting

BASIC QUALIFICATIONS:

- High School / GED
- 1-year Public health or social services experience
- Patient and able to remain composed in stressful situations
- Flexible and able to adapt to different situations
- Represent the Urban Triage team with professionalism
- 1 year working with community engagement organizations, behavioral health, housing placement, and/or Homeless Outreach Assistance within the community

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 as 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 customer 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.