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## Marketing Director Position

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### 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 through 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.

The Marketing Director will contribute to the planning and implementation of strategic and product marketing while leading business development initiatives to support the mission and vision of Urban Triage by expanding awareness, engaging the public, attracting new audiences, developing marketing, building market share, generating leads in all markets and increasing overall profit contribution throughout the organization.

### JOB DUTIES

- Devise and manage local marketing initiatives, including managing on a daily basis traditional and digital media
- Plan and coordinate with Fund Developer for marketing events and all community outreach events.
- Branding Urban Triage Products with logos, creating flyers, brochures, newsletters (weekly and monthly) and other correspondence related to Urban Triage.
- Work and coordinate with Director of Development in donor cultivation and networking
- Create marketing materials for volunteers, outreach programming, and all Urban

## Triage Events

- Take pictures at all community events for social media
- Perform marketing research within each community to better identify target audiences and needs.
- Utilize research findings to generate leads and maintain consistent reach, awareness, and opportunities for growth in each market.
- Develop innovative ways to reach a target demographic in each market to include the use of technological advances, outreach organizations, advertising, and community needs.
- Create sales growth opportunities by developing community relations and identifying referral sources.
- Support the integrated marketing team by providing written content for branded emails, social media posts and campaigns, offline marketing material, web based stories and blogs.
- Help review content documents across all departments for relevancy, consistency, and brand compliance.
- Help identify opportunities for new content and PR based projects that drive organizational objectives.
- Perform research on competitors and trends, share findings with the integrated marketing team, and take the lead on creating projects that bring in new revenue with Director Development.
- Design and manage public programs and events in unison with the Director of Development, CEO and Operations Manager
- Plan and administer community outreach and initiate new collaborations within each Urban Triage department.
- Represent Urban Triage at events both on-site and within the community
- Works with Director of Development, CEO and Operations Manager to better learn what clients needs are in order to better market and advertise specific services in each market
- Reviews projects across the organization to ensure proper grammar, accuracy, and meeting of style guidelines.
- Plans and develops communications to support marketing objectives with Director of Development
- Collects data to continually improve quality and effectiveness of marketing initiatives.
- Provides consultation and acts as a resource for local marketing and public relations initiatives.

- Provides excellent customer service to internal customers and effectively networks and communicates with outside constituents, consultants, and vendors.

## **SKILLS REQUIRED**

### Experience and General Requirements

- 4-year degree, preferably Marketing, Advertising or related field.
- Intermediate marketing experience with a minimum of 2-4 years in coordinating marketing and/or advertising campaigns, to include online placements.
- Self-starter who can work independently.
- Strong analytical skills and attention to detail.
- Unparalleled communication, writing, and editing skills required.
- Ability to adapt and pick up new techniques.
- Keen eye for graphic design, attention to detail, and creativity.
- Proficiency with various social media platforms including Facebook, Google+, and Instagram
- Advanced in editing videos
- Proficient in using editing platforms including Adobe and Canva
- Interest and knowledge of current events and marketing trends within specific geographic area(s).