



## *urban Empowerment Ministries*

### **Marketing Coordinator**

(Strategy/Operations focused)

Urban Empowerment Ministries

For more information, please visit [www.ue3ministries.com](http://www.ue3ministries.com)

---

*urban Empowerment Ministries is calling forth a consistent, focused, strategic, and process-minded leader with experience in developing, growing and leading a professional marketing department and staff in the mission, vision and strategic goals of urban Empowerment Ministries. Please attached resume and extensively detail any previous experience, education and employment within the branding and marketing field/industry.*

---

#### **Position Description**

Reporting to the Director of Administration and the Coordinator of Mass Communications, the Marketing Coordinator will have overall strategic and operational responsibility for all of urban Empowerment Ministries marketing initiatives. As the Marketing Coordinator of urban Empowerment Ministries, s/he will provide leadership to the ministry strategic planning processes that involve brand maintenance and sustainability and will implement new programmatic strategic initiatives. In addition, the Marketing Coordinator will provide coordination for the various ministry initiatives in which the Core Team 18:25 leadership teams that serve each of the represented urban Empowerment departments plan and execute; s/he will serve as liaison to all administrative and marketing staff within and outside of the ministry; s/he will work closely with the Director of Administration to keep them abreast of branding/marketing proposed strategies and challenges.

#### **Essential Duty**

- Work effectively, knowledgably, and collaboratively in a team environment.
- Brand-building, Creative judgment.
- Strategic Thinking.
- Work with a broad array of media types, from collateral to web, as well as traditional print.

#### **Summary**

Expand, maintain and sustain the uE brand through leading a comprehensive marketing strategy/program across marketing communication platforms: Advertising, Public Relations, New Media, Event Marketing, Direct Marketing and Promotions.

#### **Primary Responsibilities**

- Manage agency relationships. Manage in-house advertising initiative, including ad creation and production, copy writing, and media buy efforts in coordination with outside agencies.
- Collaborate with graphic design staff for development of multi-channel focused literature – catalogs/brochures.
- Develop and implement community-focused marketing strategy.
- Strategic planning of marketing campaigns, community-focused events, and multi-channel marketing.
- Provide feedback in budget development across multiple media avenues and manage budget across quarterly and yearly cycles.
- Development and execution of program grant programs.
- Ability to create and analyze multiple forms of data, census and trending information, which affect marketing strategies and implementation of programs.
- Analyze various non-profit service offerings and positioning, prioritizing needs through the program cycle channels, and translate into a tactical roadmap for new and continuous programs, event and community engagement avenues.
- Conduct Presentations, program tours/overviews, and training sessions for internal and external relations and partnerships.
- Report to Program Director and work to nurture brand positioning and development of marketing strategies.





