



Job Description

Job Title: Marketing + Communications Manager
Reports to: Senior Director, Marketing
Location: Atlanta
FLSA Status: Exempt

Summary

Responsible for developing and implementing communications strategies for aspireTV programming (linear and digital); assisting in the development of creative and strategy briefs; create content for social channels; and serve as point person for all event activations and sponsorships.

Essential Duties and Responsibilities:

SOCIAL + E-MAIL CONTENT CALENDAR

- Create organized social editorial calendars across all aspire social properties. Ideate concepts, write copy, gather information from programming, creative services regarding content in production that can be utilized to drive linear viewership and social engagement.
- Manage social content and e-mail production. Gather all content into calendar for ease and accuracy of scheduling and deployment.
- Develop strategies around how to engage communities on each social channel and via e-mail database, digesting data and analysis to identify each audience segment and how to compel interaction and loyalty.
- Create a guide for team to adhere to, outlining voice, segments and appropriate points of interaction.
- Collaborate with the Brand Manager to develop a content strategy across all aspireTV digital properties that drives linear viewership and digital engagement. Strategy to outline voice development, content segmentation, channel strategies, execution exploration and a reporting strategy with use of data and analysis to drive future strategy.
- Develop and foster relationships with affiliate/content syndication partners. Gather and distribute content to them and stay abreast of content performance.
- Liaise with business units to ensure all are informed and abreast of strategy and content calendar.
- Design assets for social and e-mail blasts as needed.

EVENT ACTIVATION/SPONSORSHIP

- Develop and execute on marketing strategies and briefs for marketing partnerships.
- Manage and execute on-site activations for all marketing partnerships and events which include hiring staff, vendors, caterers and serving as the direct point of contact for sponsors, clients and talent.
- Liaise with internal groups to ensure all business units are informed and abreast of strategy of event activation and sponsorship.
- Develop and manage third-party sponsorship and partnerships (including but not limited the aspireTV Marketplace partners and vendors).
- Provide post-event and sponsorship recap and analysis including highlights, impressions and any identified metrics of success.

COMMUNICATIONS

- Works directly with team, as well as executives from programming, production, business affairs, ad sales, and other areas to compose press announcements, internal/external communications, press strategies and presentations.
- Build and maintain positive relationships with the press across consumer, advertising, cable, online/blogging and entertainment segments.
- Researches and maintains media contacts list.
- Develops and maintains PR tools for media, i.e., image galleries, clips, episode screeners and other assets.
- Build/manage relationships and work closely with show creators, talent, production and programming executives as well third party PR agencies, talent representatives and publicists.
- Responsible for writing programming press materials such as press releases, bios, media alerts, talking points etc.
- Publicize upcoming and current programming through a wide range of consumer, trade and online outlets and sites; organizing and managing press activities on-set during program production.
- Coordinate communications between internal and external requests and aspireTV talent.
- Serve as the primary point of contact for network talent.

Education & Experience:

Bachelor's degree in Communications, Journalism or similar discipline preferred; or related experience and/or training; or equivalent combination of education and experience. Three to five years' experience in public relations, communications or media relations. Experience working with and pitching reporters, securing story placement, managing and reporting follow-up and coordinating events.

Skills & Knowledge:

- Proven, exceptional writing skills as well as excellent verbal and interpersonal skills; good judgment and instincts with problem-solving.
- Demonstrated strong team player.
- Ability to coordinate multiple projects simultaneously.
- Experience in working with talent publicists, managers and agents.
- General knowledge of inter-departmental relationships and business issues including but not limited to programming, production, ad sales and affiliate relations.
- Experience in executing logistics for live and taped events.
- Proven solid relationships with major press outlets including magazines, consumer print press, consumer TV, television trades, online press outlets and blogs and business media.
- Demonstrated independent and strategic thinker, able to take initiative and follow through on projects.
- Ability to interface and assist in the administration of functional areas within the department.
- Willingness and availability to work evenings and weekends on occasion.
- Must be able to travel as needed for work/production/events.
- Ability to work under pressure of time constraints.
- Strong business ethics.

Computer Skills

Knowledgeable in Microsoft Office, Word, PowerPoint, and Excel and Photoshop. Experience with photo editing software. Familiarity with content management systems such as Drupal and Word press.

Supervisory Responsibilities

This job currently has no supervisory responsibilities.

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