



Marketing and Digital Media Coordinator

Date: March, 2023
Reports to: Director of Events and Communications
Direct Report: N/A

Position Purpose

Plan and implement marketing programs and initiatives to further UPAF's mission of raising funds to support the performing arts in Southeastern Wisconsin and promote the arts as a regional asset. Support UPAF's efforts through increasing awareness of UPAF and the benefits of the performing arts and developing and maintaining tools, content and plans that grow the donor base and maintain donor affinity for UPAF and the performing arts sector.

Primary Responsibilities

- Content Manager: Continually produce, update, and manage content that supports UPAF's mission and Member Groups. This includes literature creation, video and website content management.
- Coordination and Creation of UPAF Collateral: In collaboration with all departments, create and oversee timely production of all collateral and graphic needs.
- Marketing Planning: Create, coordinate, and oversee implementation of organization wide marketing strategies, report on progress of marketing strategies with quarterly and yearly reports.
- Responsible for ensuring website pages are up to date with accurate information and engaging content.
- Event Communication strategist: Works with event teams to create external facing communication plans that promote events with UPAF's channels and key member group stakeholders.
- Create and maintain segment messaging. Continually use data, research, and demographic information to stay relevant.
- Training Materials: Create and deploy specific materials for Workplace Campaigns and staff as needed. (FAQ, ambassador guides, messaging related materials)
- Analyze available data, research and demographic information to support segmentation efforts.
- Support events and event marketing by planning, execution and representing UPAF at functions.
- Develop media buying calendar and strategy.
- Oversee creation and deployment of broadcast, print and digital ads, ensuring relevant messaging and channels for target audiences.
- Assist in the coordination and implementation of organization wide stewardship efforts.
- Act as lead liaison with creative agencies, working with the agency on project timelines, graphics, and video production if needed. Ensures cohesive content and messaging.
 - Perform other duties as assigned.

Qualifications

Education: Bachelor's degree in Marketing or Business preferred.

Experience and skills:

- 3+ years of marketing experience; nonprofit experience a plus
- Strong written and verbal communication
- Design and experience with Adobe Suite
- Ability to think strategically, analytically and creatively
- High level of attention to detail and strong proofreading skills
- Ability to both work independently on implementation of projects and build relationships/work with others within and outside of the organization