

The Urban Alternative

Affiliate Content Coordinator

Date completed: July 16, 2020
Department: Ministry Development

Work Location: The Urban Alternative
Reports To: Director of Ministry Dev.

Exempt Status _√_Y__N

Position Status _√_FT__PT

Position Purpose

The Affiliate Content Coordinator will create and maintain a comprehensive content plan and communication portal for the Generate Nation brand (this includes the Jonathan Evans brand), the PWM brand, the KAP brand and the NCAASI brand to acquire and cultivate brand-specific donors as well as to connect with the Core brand.

Responsibilities/Duties/Functions/Tasks

In the performance of their respective tasks and duties all employees are expected to conform to the following:

- Direct and manage project development from beginning to end for digital, print, web and all communications regarding the brands represented.
- Create new SmartSheets as requested, modify existing ones when requested
- Coordinate with TUA core and affiliate brands to cross-pollinate and actively pursue opportunities for cross-pollination.
- Assist with the assembly of work space items, or purchase thereof, as well as delivery or pick-ups when requested, for filming and other
- Identifying and managing a contract brand-writer for marketing specific materials related to the GN brand, JE brand PWM brand, KAP brand and NCAASI brand and other specific items.
- Other duties as assigned by the Director of Ministry Development
- Coordinate social media posting with a social media calendar shared in the MD department, and kept up to date for a 2-week preview of all posting.
- Project manage video edits and content creation, including creating content concepts to grow the brand (e books, downloads, giveaways, etc).
- Report monthly on brand growth percentages (reach, comments, etc).

Qualifications

- Must be mindful that attitudes and actions reflect Christ-like values
- Personal relationship with Jesus Christ.
- General computer knowledge, including word processing.
- Ability to analyze and report information
- Statistical analysis, data entry and general math skills
- Knowledge of Microsoft Office Suite and Google Suite
- Possess creativity and imagination
- Ability to be adaptable and able to pick up new techniques
- Must possess exceptional organizational skills with the ability to handle multiple tasks
- Must possess good interpersonal, verbal and written communication skills
- Must maintain a professional appearance
- Must have ability to maintain confidentiality
- Must be flexible and willing to participate creatively in group projects

Education and/or Experience

- Minimum 2-4 years of project management experience

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel or classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Work Requirements

Confidentiality of the record is of paramount importance. All managers' records are highly confidential.

Employee Acknowledgement/Date:

Witness/Date: