

Up with People Road Staff Position Description

Title: Promotion Staff (Representative, Manager)
Reports to: Tour Manager (in the Region); Executive Vice President
Department: International Tours
Starting Date: Positions begin in January and July



Core Responsibilities:

The principal responsibility of Up with People's Promotion staff is to set up the tour stops of the cast, representing the organization in the community to sponsors, media, civic leaders, host families, prospective students and alumni. They are responsible for assuring the successful planning, management and implementation of the organization's and sponsor's goals.

- Act as a coach, role model and mentor in the participants' learning.
- Maintain a safe and respectful multicultural learning environment.
- Be adaptable and flexible in a fast paced, constantly changing environment.
- Develop and foster a community amongst the group that allows for a transformative experience for participants and community members.
- Attend to participant needs, counseling and feedback.
- Work with all staff facilitators to ensure the successful implementation of the entire Up with People program by participating in a variety of program components.
- Build and maintain relationships with outside constituencies, including host families, prospective participants, donors and supporters.

Specialized Responsibilities:

Sponsor Relations

- Awareness & focus on achieving sponsors' objectives.
- Consistent and thorough communications.
- Insure fulfillment of sponsors' rights & benefits.
- Maintain positive sponsor relations and ensure expectations are met.

Marketing & Promotion

- Develop local media and marketing plan.
- Work with media partners on implementation of local advertising and promotional plan.
- Identify and utilize local opportunities to create awareness, excitement and anticipation for Up with People's visit to your community.
- Prepare and implement local media and public relations initiatives to recruit hosts, promote show attendance and tell the UWP story.
- Develop and implement innovative marketing and promotional tactics.
- Find opportunities to utilize social media to generate a buzz for the show.
- Identify and make presentations to local community groups including service clubs, church organizations, schools, etc.
- Assure preparation, printing and distribution of posters, fliers and other promotional materials.

Cast Operations, Logistics & Support

- Determine expectations and commitments for cast schedule from Tour Manager, sponsors, beneficiaries and cast management team.
- Explore relevant and meaningful issues, opportunities and service activities in the community for potential interaction with cast.
- Identify unique educational and cultural experiences such as tours, presentations, briefings, demonstrations, etc.
- Develop, plan and implement cast schedule that is logistically efficient, educationally stimulating and engages the cast and community in relevant and meaningful service.
- Recruit local host families that are safe and welcoming.
- Arrange for local cast and staff needs in a cost efficient manner including, local transportation, cast meals, staff lodging, etc.

- Work with show venue to assure technical requirements, set-up, tear-down staffing and scheduling, front of house and box office arrangements, etc.
- Work closely with Tour Manager and cast management team to assure a high quality student experience in your community including regional learning opportunities and internal cast needs.
- Identify and support opportunities for future student recruitment.

Intrapersonal Relations & Management

- Develop effective communications and maintain positive relationships with key Up with People constituents including Sponsors, Local civic and education leaders, Alumni, Host families, Volunteers, Prospective students and their families, Donors, Future sponsors.
- Assure open, professional, positive and appropriate working relationship with colleagues, fellow promotion staff, office and cast staff, and other team members.
- Manage, mentor, encourage and support student interns assigned to your set-up.

Administrative Responsibilities

- Oversee and manage assigned city budget.
- Oversee box office, ticket distribution and tracking of ticket sales.
- Provide weekly updates on city status.
- Prepare & distribute staff / cast schedules, transportation timetables, department memos, etc.
- Complete City Report, host family spreadsheets, etc.
- Thoroughly close-out city set-up including return of clean and damage-free vehicle and office space/loaned equipment, all bills and obligations met, thank you notes written.
- Other duties as assigned.

Qualifications:

- Basic understanding of marketing strategies and tactics and persuasion skills.
- Educational background and/or experience in working with media and/or advertising placement.
- Educational background and/or experience in public relations.
- Strong written communications skills (in English or required language).
- Strong verbal communications and presentation skills.
- Experience in event planning and management.
- Strong verbal and written English skills.
- Proven organizational skills.
- Experience with budget management.
- Experience working in a high intensity work environment.
- Ability to maintain confidentiality and exercise discretion.
- Proficient computer skills, including Word, Excel, PowerPoint and Outlook.
- Second language fluency a benefit for international assignments.
- Experience in crisis management.
- Experience in conflict resolution.
- A model of exemplary ethics.

Notes:

- All Up with People road staff members need to have a valid driver's license and be willing to drive in all regions of the tour.
- This position description is not intended to be an exhaustive list of all duties, responsibilities or qualifications associated with the position.
- Transportation from your home airport to Denver as well as from the last city on the tour to your home will be covered by Up with People.
- This is a volunteer staff position. As a result no compensation is offered. You will receive a monthly per diem towards reimbursement of expenses.

Application Procedure:

To apply for this position, please send a resume or CV along with a cover letter to Employment@upwithpeople.org. In the "Subject" line, include your name and the position for which you're applying along with the program start date, (January or July and Year)

ADDITIONAL POSITION INFORMATION

Market Critical Success Factors:

- Sponsor's objectives completely satisfied
- Successful local marketing, promotion and public relations
- Show attendance & performance revenue objectives met
- Meaningful community Service activities
- Well organized cast schedule and thorough logistical arrangements
- Quality constituent relations (sponsors, community leaders, host families, alumni, others)
- Maximizing recruitment and potential development opportunities
- Achieve cast experience goals
- Operating within expense budget expectations

Expectations of Position:

Up with People's Promotion staffs are the principal and primary representatives of the organization in the communities to which you are assigned. You have the greatest impact in the community in terms of time, interaction and people reached, exceeding that of even the full cast. Consequently, it is the impression you provide that is often the prevailing legacy left with sponsors, media and community leaders. It is for this reason that Up with People's expectations of this position is so high.

Conduct

A great deal is communicated by how you conduct yourself. How you manage yourself, how you communicate with others, and interact with your sponsors and fellow advance team members is very important. Promotion staff need to be tuned into being perceived as:

- Energy, excitement and enthusiasm
- Interested and engaged
- A team player
- Tuned into appropriate behavior given your circumstances & surroundings
- Adjusting to cultural norms of your assigned community
- Keeping internal issues or problems private
- Professional in conduct
- Courteous
- Service oriented

Appearance

- Attire needs to be appropriate for prevailing standards regarding business dress at the location of the advance team office, appointments during the day and anticipated audiences
- As others will be judging Up with People by the first impressions you make, visible tattoos and dramatic facial piercings are not acceptable

Hours of Work

This is not a typical job with a typical schedule. You have a limited time to accomplish a great deal. It will be intense at times, especially as the cast arrival and show date gets closer. Opportunities to meet with people, speak before groups or get organized will often occur "after hours" and on weekends. Expect to work most Saturdays. While it is important to pace yourself in order to maintain your well being, be prepared for long hours and a demanding schedule.