Brand Content and Alliances Planning Coordinator

Could this be you?
Brand Content & Alliances is a one-of-a kind, best-in-class team that creates multidimensional programs that make meaningful and relevant connections through inventive, breakthrough ideas, allowing consumers to discover and experience the Ford brand in unconventional ways – ways the consumer wants to spend time with. From sponsorships and partnerships, brand entertainment, custom content, events, promotions and test-drive programs, we employ a data-driven approach to continue to evolve the way we create conversations with consumers, and we thrive on finding solutions to meet client needs.

The Planning Coordinator will be reporting to the Drive 4 UR School Senior Planner on the Brand Content & Alliances – Primary Brand – Ford Division account. This position will serve an integral role in providing leadership and strategic and organizational insight to Ford's grassroots programs, "Drive 4 UR School" and "Drive 4 UR Community".

- Drive 4 UR School and Drive 4 UR Community are national fundraising test-drive programs that connect Ford dealers with their local schools and organizations while giving back to local communities.
- The programs reinforce the importance of the relationship between dealerships and the local community and put Ford at the forefront of community involvement while improving opinion and consideration for Ford vehicles

The position requires an assertive, detail-oriented, highly motivated team player displaying the ability to work effectively under pressure within a fast-paced and dynamic environment. To serve as key foundations for this position, we require strong organizational skills, attention to detail, the ability to manage a diverse project load, a creative problem-solver with excellent oral and written communication skills and a creative/strategic thinker with the ability to generate and build on ideas.

In this role you will…
- Be responsible for the management of program email inquiries and phone calls
- Establish and maintain positive relationship management with all clients, national and local dealerships, booster clubs, vendors, etc. to assist in executing meaningful and rewarding events
    - Includes helping dealers, schools and organizations register for events, provide guidance on how to best promote their events, track items being delivered to events for promotion and items post-event for dealer and school/organization review
- Conduct high levels of pre- and post-event outreach to participating dealerships, schools and organizations
    - Express strong commitment to ensuring the needs of dealers, schools and organizations are met and that they continue to have a positive experience participating in the program
- Support day-to-day management of the development and production of Ford programs on behalf of our clients
- Travel to various local dealerships / schools / organizations to supervise event success and support activation where necessary; ensure client and local dealership needs and program needs are met
    - Support event set-up onsite and provide event recaps for internal and client presentation
- Assist team in the management of the creative and production review / approval process for various asset development – Internal, client, legal
- Assist team in managing aspects related event data processing and website development, working with various vendors to implement
- Create materials to assist dealers, schools and organizations in hosting successful events
- Provide critical event information to clients and other agency partners on a weekly/monthly basis
- Development of timelines, manage production schedules, adhere to deadlines, setting up internal/client meetings, ongoing team communication and meeting materials development for program
- Help team by monitoring and compiling all program PR coverage
- Review dealer and school/organization post-event survey feedback and develop a comprehensive survey analysis after each session of events

- Maintain and manage projects beyond daily production including the following responsibilities:
- Work with team in assisting with a variety of program extensions, including supporting Cross-BCA programs
- Research and evaluate new cutting edge dealership/grass roots program opportunities
- Ensure process consistency and quality assurance as required by ISO/QMS
- Perform other duties and projects as assigned

You have…

- One year of qualifying internship or work experience
- Experience in working with several different organizations at a given time, and well versed in event marketing (required), digital, PR, print and broadcast production services or related field
- Ability to effectively and confidently communicate information in both verbal and written formats (Development of all activation decks, event research and recaps, client presentation of new event ideas, etc.)
- Experience forming strong working relationships with all clients, agency and booster club personnel
- Ability to address difficult issues, work under pressure, follow-through and solve problems quickly in the face of challenges
- Shows entrepreneurial spirit, lead and encourage new break-through ideas for this grass-roots program, and is team-oriented
- Strong negotiation and conflict management skills
- Strong organizational skills and ability to manage multiple projects simultaneously
- Ability to show flexibility, willing to work beyond regular business hours, a creative/quick thinker
- Financial acumen
- Must be flexible to travel to local events whenever necessary