



# 4T's PRODUCTIONS

Dear Applicant

4T's is on the verge of becoming New York's foremost leadership organization, providing unparalleled access to new ideas and fresh thinking of Professional Youth Development.

This Young Professional Network started from very humble beginnings over 10 years ago. A young New York businessman by the name of Kayode Bentley met with youth in his community in a small Bronx apartment to test a simple yet revolutionary idea – produce a fashion show that will change the way inner-city youth see themselves; to help them see the possibilities of themselves from a professional view point.

Soon this group of youth in addition to the many other groups involved with 4T's started to see the possibilities and made the decision to make this possibility a reality. At the moment, 4T's (True To The Trade) was born.

Today, 4T's Productions – Teaching Teens To Think (True To The Trade's successor) and it's affiliates operate in New York and New Jersey. Interns and volunteers invest their time and energy in 4T's operations to help students and youth discover their skills set thus preparing them to make better career decisions, achieve better results that results in enhancing their lives.

We invite you to visit our website at [www.4ts.org](http://www.4ts.org) and learn more about the way in which we help students and inner-city youth discover their natural skill set, become leaders, make better decisions and achieve better career results.

Come join our team. We're excited to meet you!

Just send your resume to [jobs@4ts.org](mailto:jobs@4ts.org)

Please write the "Job Title" in the subject line.



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Position Title: **Marketing Director**

Objective:

The Marketing Director executes the selling process and advertising of 4T's programs, services and fundraisers to High Schools, Universities, Organizations and Businesses as well as any and all duties/tasks affiliated with the success and daily operations of the Marketing department.

Responsibilities:

- Maintain a communication pipeline, manage and maintain a good connection with established and potential clients (High Schools, Universities, Organizations and Businesses)
- Coach and mentor direct reports to be most effective in their efforts
- Seek out ways to ensure our advertising process is best practiced
- Review and implement assessments used from management evaluations

Experience:

- Strong experience in marketing supervisory role
- Experience in a professional organization a plus
- Demonstrated experience working with large data bases of numeric and statistical data in order to fully understand current and projected demographic changes, population shifts, and economic forecasts
- Experience in translating data for use in developing products and services to meet future challenges and demands
- Demonstrated experience and success in integration of technology as a critical management tool
- Demonstrated experience working in a highly collaborative environment where teamwork and self-motivation were critical per success

Profile:

Strategic; leader, organized; independent; resourceful; detail-oriented; effective communicator; creative and lively intellect; appropriate sense of urgency; motivator; thorough; proactive and driven.

Education:

- High School Diploma or equivalent
- Bachelors or Masters Degree in Marketing Preferred
- Four years experience in management including multiple direct reports
- A record of team building and employee development