

Digital Marketing Specialist

Department: Communications & Marketing
Reports To: Director of Communications
Status: Non-exempt, FT, Flex Schedule as required

Job Summary

The Digital Marketing Specialist serves as Community Food Share's digital storyteller, optimizing the food bank's digital marketing initiatives to reach and build relationships with donors, volunteers, food recipients, and other community partners. This role writes and curates engaging, sharable content, and sparks conversations around it in the digital environment; expands our community visibility using our website, social media channels, email marketing, and digital advertising; serves as an active participant in making strategic decisions that affect our brand; and keeps current on emerging trends in online, digital, and social media communications. Working closely with the Director of Communications and other departments, they will ensure that online activity meets organization-wide strategic objectives. They will use their excellent time-management skills combined with obsessive accuracy in their work to independently handle multiple projects in a fast-paced environment. This individual must be exceptionally creative, constantly curious, and highly motivated, with a strong work ethic.

Essential Responsibilities

General

- Collaboratively develops digital marketing and communications strategy that raises public awareness of Community Food Share and hunger issues; increases donations of funds, food, and time; and supports all departments.
- Studies the objectives, promotional practices, and needs of the organization in order to help develop strategies that will influence public opinion and further the mission of the organization.
- Collaboratively maintains Community Food Share's brand, promoting standardized communications and ensuring organization-wide adherence to the brand guide.
- Maintains current knowledge and skills to meet rapidly changing standards and best practices in digital marketing.

Writing and Content Creation

- Collaborates with the Director of Communications to develop creative concepts and themes for use across all communications.
- Writes narratives, coordinates photography, and facilitates graphic design for all digital channels, under direction of the Director of Communications.
- Sources stories and quotes by conducting interviews with program participants, donors, volunteers, community partners, and staff.
- Works with other departments to support and meet their marketing and communications needs while ensuring digital media content is always up to date.

Social Media

- Manages comprehensive social strategy that meets marketing and communications goals, increases brand exposure, and encourages engagement.

- Creates and publishes content while regularly monitoring and participating in relevant conversations.
- Assists with cause marketing efforts by recommending and executing promotions as approved by the Director of Communications.
- Establishes relationships with social influencers, social media ambassadors, bloggers, etc.
- Keeps current on emerging social media marketing trends and recommends new strategies and innovations.

Website and Email Marketing

- Helps develop and edit HTML content for Community Food Share's WordPress website, as well as email messages, landing pages, and donation forms in the Luminare Online Marketing software.
- Works with Director of Communications to drive traffic and donor acquisition through digital presence, including search engine optimization, Google Ads, and other strategies.
- Assists in creating and maintaining email campaign and e-newsletter delivery calendars.
- Maintains Community Food Share's online events calendar.
- Monitors Community Food Share's profiles and event listings on external websites, updating as needed.

Digital Advertising

- Coordinates and monitors digital advertising, including social media ads and Google Ads.
- Maintains close working relationships with vendors and agencies as needed.

Strategic Analysis

- Establishes and tracks key engagement metrics for all digital channels, including website, social media, email marketing, Google Ad Grants, and paid advertising.
- Assists in the development of strategic reports and recommendations as necessary.

Multimedia

- Creates, writes, edits, and produces videos as needed.
- Provides photography support as needed.
- Manages photo and video libraries.

Travel

- Travel locally in service area may be required, as well as occasional overnight travel for events and conferences.
- May attend offsite events as directed.

The above is a fair representation of the duties and responsibilities for this position but is not meant to be all inclusive. Other duties may from time to time be assigned at the discretion of the Director of Communications.

Qualifications & Skills

Alignment with Community Food Share's mission and a compassionate appreciation for hunger issues are essential to the successful performance of all responsibilities. The requirements listed below are representative of the knowledge, skills, and/or abilities required to successfully perform the essential functions of this job:

Education and Experience

- Bachelor's degree in marketing, journalism, or communications is strongly preferred. A combination of education and experience will be considered.
- At least three years in a relevant field of work is strongly preferred.
- Must have the proven ability to direct and execute social media programs and have expertise in social media platforms including: Facebook, YouTube, Twitter, Instagram, etc.

- The ability to use analytics and data trends to track program growth and identify new opportunities is desired.
- Proficiency with WordPress, including working knowledge of HTML is strongly preferred.
- Experience with the Adobe Creative Suite, Blackbaud's Luminate Online Marketing software, and/or experience with photography and videography are a plus.
- A portfolio of digital content and campaigns, as well as writing samples are required for evaluation.
- Must possess a valid Colorado Driver's License, and maintain an acceptable MVR.

Skills and Abilities

- Excellent copywriting and communications skills are essential, including the ability to write and edit compelling content that is tailored to the target audience and channel.
- Strong creative, strategic, and analytical skills
- Highly defined organizational and time management skills with outstanding ability to multi-task and prioritize projects, often under tight deadlines.
- Exceptional internal and external customer service skills.
- Excellent accountability and follow-through.
- Ability and willingness to use and learn computer programs and software.

Knowledge

- Marketing, communications, and public relations knowledge.
- MS Office Suite including proficiency in Excel, Word, PowerPoint, and Outlook.

Behaviors

- Exceptionally creative.
- Highly motivated with a strong work ethic.
- Extremely attentive to detail and accuracy.
- Personable, compassionate, and people-oriented.
- Ability to work well with others in team environments, with a positive, flexible attitude.
- Commitment to Community Food Share's mission and vision.
- Uses good judgment and discretion.
- Self-aware and continuously learning.
- Self-reliant, good problem solver, results oriented.
- Represents Community Food Share in a professional manner at all times under a variety of conditions.
- Gives and receives feedback in a respectful and productive manner.
- Maintains confidentiality.

Physical Demands

This position is primarily an office/administrative position. While performing the duties of this job, the employee is regularly required to sit and/or stand for long periods. Employee is frequently required to reach with hands and arms. Employee may be required to bend, kneel, crouch, crawl, push, pull, stoop, climb stairs and ladders, balance, walk for extended periods of time; use hands to finger, grasp, handle, or feel; reach with hands and arms above the shoulder; be able to talk; and hear with or without aid. The employee may occasionally lift, leverage, and/or move up to 50 pounds repetitively. Specific vision abilities required by this job include close vision, peripheral vision, depth perception, color vision, distance vision and ability to adjust focus.

The physical demands described here are representative of those to be met by an employee to successfully perform the essential functions of this job.

Work Schedule

Generally, the work week is Monday through Friday 8:00 AM-5:00 PM; however, occasional weekends and evenings may be required to achieve the goals of the department.

Work Environment

Community Food Share operates in a working warehouse environment. While performing the duties of this job, the employee may be exposed to wet and/or humid conditions and moving equipment. The employee may be exposed to high, precarious places; outside weather conditions; and extreme cold in the walk-ins. The noise level in the work environment is usually moderate, but may be loud with machinery and equipment in operation.

The work environment characteristics described above are representative of those an employee encounters while performing the essential functions of this job.

Reasonable accommodations may be made to enable qualified individuals to perform the essential functions of this position.

We offer a great benefits package including:

- 95% employer paid health insurance
- 100% employer paid dental insurance, life, and disability insurances
- 20 paid vacation days per year
- 9 paid holidays
- matched Simple IRA

Pay starts at \$19.25/hour.

To apply for this position, ***please send a cover letter, resume, and writing sample*** via email attachment to careers@communityfoodshare.org

Incomplete applications will not be considered.

Application acceptance deadline is 5:00 PM MST on Wednesday October 10, 2018.