

**Gleaners Community Food Bank of Southeastern Michigan**  
**Job Description**

**Job Title:** Digital Marketing Specialist  
**Reports To:** Marketing Manager  
**FLSA Status:** Exempt  
**Department:** Advancement  
**Last Update:** May 2023

Reporting to the Marketing Manager, the Digital Marketing Specialist will work to ensure the best possible experience for Gleaners' nearly 700,000 yearly, digital visitors, including: donors, volunteers, and guests. The ideal candidate will command a balanced repertoire of technical and analytical skills, as well as broad knowledge of marketing and social media systems.

**Essential Duties and Responsibilities**

- Webmaster for [gcfb.org](http://gcfb.org), [pantry.net](http://pantry.net), and [gleanersfooddrive.org](http://gleanersfooddrive.org): ensuring an accessible and intuitive experience for the nearly 700,000 unique, yearly visitors to our web properties. Websites are all built on WordPress CMS.
- Management of online donor database: perform queries, analyze data, clear duplicates to ensure health of the online donor database, as well as code and design Luminate donation and survey pages. Help parse information to better target communications for all digital donors and conversions.
- Together with the Marketing Manager, code and create all communications for the organization's mass-email program that reaches millions of addresses each year through solicitation and non-solicitation efforts using advanced segmentation strategies.
- Aid the Senior Specialist of Marketing and Donor Content in acquiring videography and photography: Taking and filming high-quality digital photos and videos for use in storytelling, solicitation, and non-solicitation efforts.
- Work with the Senior Specialist of Marketing and Donor Content in the creation of exciting and engaging social media content, leveraging tools like [canva.com](http://canva.com), and [iStock.com](http://iStock.com) for high-quality execution.
  - Travel to sites and engagements as needed to capture the best possible content, testimonials, and donor stories.
- Ownership and execution of [SimpleTexting.com](http://SimpleTexting.com) and Gleaners' direct text communication efforts: ensure Gleaners follows all best and legal practices for text communications.
- Research, learn and apply new and cutting-edge technologies for use in communicating Gleaners' core values throughout the community.
- Work with the Marketing Manager, to ensure that all Google Analytics, AdWords, and Tag Manager efforts are maximized to drive site traffic and better understand conversions.
- Work cross functionally across Gleaners' departments to provide subject matter expertise and guidance in digital and design execution and strategy.
- Promote a positive work environment where team members feel empowered, engaged, and connected to Gleaners' mission and strategic plan.
- Demonstrate and support the Gleaners' mission, vision and values throughout all professional responsibilities and activities.
- Other duties as assigned.

**Scope of Position:**

Budgetary Responsibility: Low  
Personnel Responsibility: Low  
Access to Confidential Info: High  
Supervisory responsibility: Low  
Community contact: High  
Donors: High  
Volunteers: Moderate  
Food Partners: Moderate

**Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**Education/Experience**

- Bachelor's degree in marketing, design, advertising, or related field.
- Minimum of 3 years' experience in marketing, digital communications, or similar digital/design role with demonstrated success.
- Demonstrated skills, knowledge and experience in the design and execution of marketing, fundraising, and communications activities.
- Strong creative, strategic, and organizational skills.
- Knowledge of social media best practices and channel differentiation.
- Analytics and report crafting experience with a heavy emphasis on Microsoft Excel manipulation.
- Design experience should showcase skills in Adobe Photoshop, InDesign, and Illustrator.
- Experience in Adobe Elements, Final Cut Pro X, Canva, or iMovie is preferred.
- Firm grasp of technologies that assist in the creation of high-quality media such as microphones, lighting, and cameras.
- Database management experience required - Blackbaud Luminate Online, Raisers Edge NXT preferred though not necessary. Some HTML knowledge required.
- Computer literacy in word processing and page layout.
- Clear, timely and professional written and verbal communication and relationship skills required.
- Ability to work both independently and collaboratively with a team.
- Strong organizational skills and demonstrated ability to multi-task.

**Computer Skills**

To perform this job successfully, an individual should possess high skill levels in a variety of design, digital CMS, and marketing/communications software programs. Skills in HTML and CSS are a significant plus. Individuals should also be proficient in Microsoft Office. Specifically, employees are required to use Outlook, Word, Excel, Power Point and Publisher regularly to perform the duties of this job. Familiarity with virtual meetings and learning platforms required.

**Work Environment**

This role is a hybrid role, allowing for home-office work, with expectations that the candidate will work in-office as needed to fulfill job requirements. The standard in-office work environment is an office setting with fluorescent lighting and temperature and humidity controlled by air conditioning and heating. The noise level in the work environment is usually low.