

LOS ANGELES REGIONAL FOOD BANK JOB AD

POSITION: Digital Marketing Manager
SUPERVISOR: Director of Marketing and Communications
STATUS: Exempt



Company

The Mission of the Food Bank is to mobilize resources to fight hunger in our community. The Food Bank serves more than 300,000 clients on a monthly basis and, in 2018, distributed 67 million pounds of food. Los Angeles Regional Food Bank employees are hired based not only because of their skills, but also because of their commitment to our mission. This means that each of us, working together, will do all that we can to fulfill our vision that no one goes hungry in Los Angeles County. Our core values include: Respect, Stewardship & Accountability, Collaboration, Urgency, Service, Integrity and Diversity. Our organization is committed to maintaining a positive and engaging workplace for all employees.

Essential Functions

This role utilizes digital technologies to support the overall mission of the Food Bank. This includes social media account administration and advertising, email marketing, website maintenance, Search Engine Optimization, and other forms of digital marketing and communication.

The successful candidate will be a self-starter, highly organized, detail and service-oriented with the ability to work under pressure, meet deadlines and lead multiple projects simultaneously.

What you'll do

- **Be Creative:** Assist in the creation, maintenance and syndication of all digital external marketing initiatives including, but not exclusive to, monthly eNewsletters, eAppeals, blog posts, the Food Bank website and other press and publication-ready materials. Create and send email marketing messages by placing content and photos into existing email templates, and programming/scheduling emails for delivery. Some HTML work is occasionally required. Gather stories, photos and video footage and work with other members of the MarComm team to convert these assets into stories that support marketing and communication activity.
- **Be Strategic:** Maintain excellent collaborative relationships inter- and intra-departmentally to accomplish strategic initiatives. Represent the organization to external partners at key meetings and speaking engagements; effectively align the Food Bank's work to their priorities. Establish and maintain excellent collaborative relationships with other high-level engagement partners to maximize their networks

- **Be Social:** Manage Food Bank Social Media by drafting and posting organic content (copy, photos and video) for the Food Bank's social media accounts (Facebook, Instagram, Twitter, and YouTube), and create paid social media advertisements. Follow social media technology advancements closely and propose new uses to leadership.
- **Be a team player:** Support the MarComm department by assisting with annual reports, pitches, press releases, quarterly print newsletters and other non-digital marketing assets. Perform other such duties as assigned by supervisor.

Qualifications

- Bachelor's degree in Marketing, Communications, New Media, Web design/development, English or a related field, or work experience equivalent to these degree achievements.
- 1-4 years' experience in a similar role. Non-profit experience preferred.
- Superb interpersonal, written (including proofreading and editing), verbal and non-verbal communications skills.
- Proficient in WordPress website development and maintenance.
- Work experience with mass-email systems and/or Constituent Resource Management (CRM) software. Experience with Raiser's Edge, Luminate and/or other Blackbaud products is preferred.
- Basic HTML knowledge. Medium or advanced HTML and CSS knowledge is preferred.
- Proficient in the Adobe software suite, Google Apps suite (including Google Analytics and Google Tag Manager), Microsoft Office suite, and social media platforms, especially Facebook, Twitter, Instagram and YouTube.
- Experience with digital advertising Platforms including Google Ads and the Facebook Business suite.
- Experience with, or knowledge of, databases and how to perform audience segmentation for email and social media marketing.
- Fluency in Spanish a plus, though not required.
- Insured vehicle with valid California driver license.

Benefits

We offer a comprehensive benefits package:

- Medical, dental, vision and flexible spending accounts.
- Employer paid Life Insurance and Long Term Disability.
- 403(b) retirement savings plan.
- Employee Assistance Program.
- Vacation: Two weeks for the first three years.
- Sick Time: Nine days per year.

To Apply

Oct. 2019

Please submit a resume with cover letter and salary requirements directly to jobs@lafoodbank.org.

As a part of the Food Bank's pre-employment screening process, all potential employees are subject to a Criminal Background Check.

Los Angeles Regional Food Bank is proud to be an "Equal Opportunity Employer."