

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

LOS ANGELES REGIONAL FOOD BANK

JOB AD

POSITION: Marketing and Communications Manager

SUPERVISOR: Director of Marketing and Communications

STATUS: Salary/Exempt

Company

The Los Angeles Regional Food Bank has been fighting hunger in Los Angeles County since 1973 and has distributed the equivalent of more than 1 billion meals across our community. The Food Bank provides food to more than 300,000 clients on a monthly basis and distributed 67 million pounds of food in 2018 to children, seniors, working families, veterans, and other neighbors in need. To support the vision that no one goes hungry in Los Angeles, food and products are distributed through a network of more than 600 partner agencies directly to children through our Children's Backpack and Summer Lunch programs, to approximately 29,000 seniors each month through our Senior Nutrition Program, and to working families and college students through our Mobile Food Pantry. The Los Angeles Regional Food Bank is a 4-star rated charity by Charity Navigator. For more information, visit LAFoodBank.org.

The 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 is responsible for supporting the overall mission and goal of the Food Bank as directed by the Director of Marketing and Communications. This includes content writing such as social media posts (organic and paid), press releases, marketing emails, blog and web pages, copywriting for collateral, and more. The Marketing and Communications Manager also supports digital marketing and advertising at the Food Bank, creating and maintaining SEM/SEO, site and email optimization and testing (A/B, UX, etc.), and assist with digital content creation (writing, photos, video). The manager also runs reports and tracks media activity for the Marketing and Communications (MarComm) team.

What you'll do

Digital Marketing: Manage Food Bank Social Media by drafting and posting organic content for the Food Bank's social media accounts (Facebook, Instagram, Twitter, and YouTube), and create paid social media advertisements. Work with the Director of Marketing and Communications and Food Bank vendors to improve efficiency and return on investment (ROI) on social media advertising campaigns. Assist in the creation of all 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 basic HTML work is occasionally required.

Content Creation: Attend Food Bank events and food distributions to gather stories, and work with other members of the MarComm team to convert assets into stories which support marketing and communication activity. Assisting with the creation of Food Bank collateral such as the annual report, and public relations activity including pitches, press releases, press kits, media lists, quarterly print newsletters and other PR and marketing assets.

Reporting and Analytics: Run reports, conduct tests (such as A/B and usability) and make data-driven recommendations for marketing strategies and tactics, including SEO/SEM, conversion optimization, etc. Monitor listening and analytics tools, track media coverage, archive media clips and prepare reports, including monthly marketing and media reports.

Qualifications

- Bachelor's degree in Marketing, Communications, New Media, English or a related field, or work experience equivalent to these degree achievements.
- 3-5 years' experience in a similar role. Non-profit experience preferred.
- Superb interpersonal, written (including proofreading and editing), verbal and non-verbal communication skills.
- Work experience with mass-email systems and/or Constituent Resource Management (CRM) software. Experience with Razor's Edge, Luminare and/or other Blackbaud products is a plus.
- 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 all social media platforms (Facebook, Twitter, Instagram, YouTube, etc.).
- Insured vehicle with a valid California driver license.
- Strongly preferred: Experience with Google Marketing Platform including Google Ads and the Facebook Business suite.
- Preferred: Proficient in WordPress website development and maintenance.
- Preferred: Experience with, or knowledge of, databases and how to perform audience segmentation for email and social media marketing.
- Preferred: Fluency in Spanish a plus, though not required.
- Preferred: Photography, videography and video editing skills.

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: Ten (10) days per year.

To Apply

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."