



Fighting Hunger. Giving Hope.

**LOS ANGELES REGIONAL FOOD BANK
JOB AD**

POSITION: Marketing Content Manager

SUPERVISOR: Director of Marketing & Communications

STATUS: Salaried/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 2019, distributed 81.2 million pounds of food. Los Angeles Regional Food Bank employees are hired because of their skills, and 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 FUNCTION

Under the direction of the Director of Marketing and Communications, the Marketing Content Manager supports the overall mission and goal of the Food Bank. By leveraging the best practices of inbound and content marketing, this position will generate marketing content designed to attract new constituents, and retain existing constituents. The Marketing Content Manager will generate written assets such as blog posts and print materials, as well as multi-media content. This position will also supervise editorial and project fulfillment calendars for content production and syndication, and collaborates with the Marketing and Communications Manager to synchronize editorial efforts with the social media calendar.

WHAT YOU'LL DO

Content Creation: Create written content designed to attract and engage Food Bank constituents including, but not exclusive to, blog posts, the Food Bank web pages, email marketing assets (e-Newsletter, etc.), and other press and publication-ready materials. Attend Food Bank events and food distributions to gather stories, and work with other members of the Marketing & Communication team to create and deliver content to support marketing and communication activity. Create or assist with the creation of multi-media content designed to attract and engage Food Bank constituents such as infographics, photos/video.

Market Outreach: Run reports to determine the most effective content previously generated and advise on content types and subject matters to generate in the future. Analyze our marketing audiences and their position in our marketing funnel/journey to generate content designed to convert leads, evaluate metrics and iterate conversion strategy.

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 communications skills.
- Proficient in the Adobe Creative Cloud (particularly Photoshop, InDesign, Illustrator, DreamWeaver), Google Apps (including Google Analytics and Google Tag Manager) and Microsoft Office.
- Photography, videography and video editing skills (Adobe Premiere, After Effects).
- Proficient in WordPress content management.
- Work experience with mass-email systems and/or Constituent Resource Management (CRM) software. Experience with Raiser's Edge, Luminare and/or other Blackbaud products is a plus.
- Basic HTML knowledge.
- 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, please submit cover letter and resume 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.

In instances of a federal, state or locally declared emergency, Los Angeles Regional Food Bank is typically considered an essential service and emergency responder; all of its employees may be called in to perform regular or emergent duties.

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