



## **Marketing Manager** **Position Description**

Location: Irvine, CA (onsite position)

Reports To: Director of Marketing & Public Affairs

Status: Full-time, Exempt

Salary Range: \$65,000-70,000, depending on experience

**Benefits:** We offer excellent Benefit Plans including incremental PTO Plan; 11 Paid Holidays plus a Birthday Floating Holiday. 403b retirement plan with a match. Medical & Dental insurance plans with majority paid by employer. Life Insurance plan paid by employer. Employee Assistance Program.

**\*Second Harvest Food Bank requires all new hires to be fully vaccinated for COVID-19.** This policy complies with all applicable laws. If any questions regarding this policy, please inquire.

Would you like to go to work knowing that every day you will be making a real difference in the lives of at-risk people in your community? At Second Harvest Food Bank that is exactly what you will be doing. Every moment of your workday will directly impact our mission to provide food for those who need it, when they need it. **Come join our upbeat, collaborative team who are improving lives every day by taking hunger off the table.**

### **About Second Harvest Food Bank of Orange County**

Second Harvest Food Bank (SHFB) is a purpose-driven organization committed to doing whatever it takes to ensure all are well fed. Providing dignified, equitable and consistent access to nutritious food creates a foundation for community health and is a catalyst for societal transformation. Since 1983 we have been a source of food security to all members of our community when they need our help.

### **POSITION DESCRIPTION:**

SHFB is seeking a Marketing Manager who will help us accomplish our mission. The Marketing Manager directly impacts our strategic plan by leading communications efforts to increase the visibility of our brand, mission, and programs to a wide variety of stakeholders, internally and externally. The position collaborates with and manages a variety of partners and vendors on projects in the areas of marketing collateral, website and other digital marketing, publications, direct mail, graphic design, social media, and public relations.

### **ESSENTIAL JOB FUNCTIONS:**

- Manage SHFB website including updates, troubleshooting, and analytics
- Work with vendors to write, produce and distribute a quarterly newsletter
- Work with vendors to write, produce and distribute quarterly direct mail campaigns, recommending and implementing A/B testing scenarios, monitoring results and incorporating key learnings
- Work with Director of Marketing to write and produce an annual report
- Lead expansion of SHFB's digital marketing efforts
- Assist marketing team and agency on social media
- Work with internal stakeholders on various departmental marketing communications projects, providing excellent customer service; departments may include Development, Programs & Services, Operations, Volunteerism, and Human Resources
- Provide support and guidance on the SHFB brand to all departments to ensure consistent messaging internally and externally and organization-wide compliance with the brand style guide
- Demonstrate exceptional project management and organizational skills performed within a fast-paced environment

#### POSITION QUALIFICATIONS:

- Bachelor's degree in communications, public relations, journalism, or related field preferred. Related equivalent experience may be acceptable
- A minimum of 3-5 years of experience in a similar position (branding, digital strategies, social media, website management, print collateral, advertising, and direct mail marketing)
- Must be adaptable, flexible, and willing to provide support for other teams as needed
- Must have a strong "people orientation" with outstanding verbal skills to effectively communicate with and relate to a wide range of stakeholders which could include board members, clients and volunteers
- Must have excellent writing and editing skills for a variety of audiences across a variety of platforms, including print, broadcast, web, social media, direct mail, speech writing, video scripting (Current writing samples required)
- Proven ability to help with the development and implementation of strategic, integrated marketing and communications plans
- Experience working with teams and vendors on creative projects such as print and digital ads, annual reports, videos, print collateral from concept to production
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint) and WordPress
- Working knowledge of Photoshop, Illustrator, or InDesign; and CRMs
- Commitment to living out the Food Bank's core values of **Compassion, Integrity, Stewardship, Service Excellence and Diversity**
- Preferred but not required:
  - Existing media relationships and knowledge of OC & LA markets
  - Photography and videography experience
  - Bilingual

#### PHYSICAL DEMANDS/ENVIRONMENTAL FACTORS:

- Ability to lift 25 pounds, able to drive throughout Orange County for meetings and events, tolerate extended periods of sitting for meetings and working at desk with phones and computers
- Office and distribution center environment with moderate noise

*To perform this job successfully, an individual must be able to perform each essential job function satisfactorily. The requirements listed above are representative of the knowledge, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

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I hereby acknowledge that I have read and understand the content of this job description. I understand that the job description may be revised from time to time in the future by the Organization in its discretion. I understand and agree that nothing in this job description should be construed as a contract of employment, and that employment with this Organization is at-will meaning that the terms of employment may be changed with or without notice, with or without cause, including, but not limited to termination, demotion, promotion, transfer, compensation, benefits, duties, and location of work.

*Second Harvest Food Bank of Orange County, Inc. is an Equal Opportunity Employer*