



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.

About Second Harvest Food Bank of Orange County

Our mission: In collaboration with our partners, we provide dignified, equitable and consistent access to nutritious food, creating a foundation for community health.

POSITION DESCRIPTION:

At its core, the position is a project manager who 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, and other areas as assigned. The ideal project manager candidate is a mission-driven, creative, strategic, hard-working, and collaborative team member who is flexible and willing to roll up their sleeves to get the job done.

ESSENTIAL JOB FUNCTIONS:

- Manage SHFB website including updates, troubleshooting, and analytics
- Work with vendors to write, produce and distribute quarterly newsletters, monthly electronic updates, annual reports, etc.
- 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
- Lead expansion of SHFB's digital marketing efforts
- 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, website management, print collateral, advertising, and direct mail marketing)
- Demonstrated project management skills: Managing multiple internal and external projects, delivering them on time, on budget and with positive results

Second Harvest Job Description (continued)

- Must have excellent writing and editing skills for a variety of audiences across a variety of platforms, including print, broadcast, web, direct mail, speech writing, video scripting (Current writing samples required)
- Experience working with teams and vendors on creative projects such as print and digital ads, annual reports, videos, print collateral from concept to production
- Proven ability to help with the development and implementation of strategic, integrated marketing and communications plans
- 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
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint) and WordPress
- Working knowledge of Photoshop, Illustrator or InDesign; and CRMs
- Preferred but not required:
 - Existing media relationships and knowledge of OC & LA markets
 - Photography and videography experience
 - Bilingual

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.

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