

Job Title: Marketing Manager, Second Harvest Food Bank of ECI

Status: Full Time, Exempt

Place in the Organization:

- Report to the Chief Operations Officer in all aspects of marketing and perform administrative functions

Purpose:

- Create, develop and manage efforts that increase revenue and relationships to further our mission. Provide leadership and direction through marketing and fundraising for Second Harvest Food Bank of ECI.

General Responsibilities:

- Develop and lead the marketing activities of the organization, including but not limited to website and brand management
- Work in relationship with the Development team to achieve the financial requirements of the organization, including but not limited to crafting direct mail appeals, assisting with special events, and fundraising as needed
- Support and cultivate various 8-county service area community relationships and marketing efforts
- Generate and support various social media and public relations activities
- Assist with future capital campaigns
- Other duties as assigned

Specific Responsibilities & Duties:

- The ability to think creatively and to articulate the vision and mission of Second Harvest Food Bank of East Central Indiana
- Demonstrated experience and success in managing our public image with volunteers, our website, social media, events and fundraising
- Excellent writing and communication skills
- Develop video library and effective story-telling for the organization.
- The ability to interact professionally with prospects, donors, volunteers and staff
- Proven project management skills and the ability to handle multiple projects within tight deadlines
- The ability to successfully handle routine clerical and administrative tasks for annual giving, special events, campaigns and marketing programs
- The ability to absorb and clearly communicate statistical hunger data
- The ability to work independently as well as in a team setting
- The ability to use discretion and independent judgment in time management to meet our objectives
- All other duties as assigned by Chief Operations Officer

Requirements:

- Provide a positive presence in a teamwork environment
- Present a professional image to the public
- Marketing/fundraising or related experience
- MS Office Suite proficient
- Adobe Creative Suite experience preferred
- WordPress knowledge and experience
- 3 years Marketing experience preferred or a bachelor's degree in a related field
- Ability to work on the telephone and computer for 4 hours at a time
- Valid Driver's License and personal vehicle
- Ability to bend and lift a minimum of 20 lbs.
- Ability to work with diverse personality types

Employee Signature _____ **Date** _____