

Job Title: Content Marketing Specialist
Department: Marketing and Communications
Reports To: Director of Marketing and Communications
Classification: Regular, Exempt, Full-time
Location: Hybrid with a minimum of 3 days on site in Concord

Who We Are

For over 45 years, the Food Bank, made up of a diverse staff, dedicated Board of Directors and passionate volunteers, has been leading the fight to end hunger in partnership with our community and in service of our neighbors in need.

About this Opportunity

Are you an inspiring storyteller and a captivating writer looking to make a difference? Help the Food Bank of Contra Costa and Solano share well-curated and inspirational content with our rapidly growing online community.

The Food Bank is looking for a content marketer who can orchestrate creative, cross-channel marketing content in an eye-catching and memorable way. You seek to listen and understand the hearts and minds of our supporters to effectively grow and engage our audiences through our online channels: email, blog, website, social media, and more. You can flex writing styles and messages depending on the audience you want to reach. You thrive in highly collaborative environments where you work with colleagues who engage with different segments of our supporter base.

This position reports to the Director of Marketing and Communications and will focus on messaging impact, and awareness and engagement metrics. This position will work in coordination with other teammates to ensure our messaging and branding are consistent, tailored to audiences, and impactful.

Essential Duties and Responsibilities

- Content creation and curation
 - Gather client, volunteer, and partner stories for editorial, social media, newsletters, and other content channels as needed.
 - Write engaging, compelling emails and blog posts out to our e-news subscriber communities and the general public.
 - Partner with our digital and social media marketing specialist to create and tell inspiring stories across our content channels.
 - Partner with our digital marketing agency to implement SEO, search, and keyword strategies to all content.
- Messaging
 - Collaborate with Leadership and cross-functional partners to draft org-wide, quarterly messaging that reflects current trends, client needs, and Food Bank news
 - Ensure messaging consistency across all audiences
- Editorial management
 - Oversee and manage the editorial calendar and process
 - Oversee and manage writing contractors
- Other duties as assigned.

Qualifications

- A sincere a passion for service and dedication to our mission, *leading the fight to end hunger*.
- Bachelor's degree and a minimum of five (5) years of experience in content marketing, email marketing, social media marketing, editorial, and/or writing and editing. An equivalent combination of education and experience will be considered.
- Strong project management skills: ability to prioritize and manage multiple projects at once in a fast paced, deadline-driven collaborative environment with colleagues who oversee different audience segments.
- Demonstrates strong writing skills, including conscientiousness with spelling, grammar, and copy editing.
- General understanding of marketing and communications channels.
- Proficiency with social media platforms including: Facebook, Instagram, LinkedIn, and Twitter.
- Previous experience with content and email platforms, including Grammarly, Salesforce Marketing Cloud Engagement powered by Pardot, a plus, not required.
- Demonstrated proficiency with Microsoft Office Suite required.
- Highly creative, organized, proactive, and reliable.
- Ability to identify and resolve problems in a timely manner and develop alternative solutions.
- Valid California Driver's license and insurance and ability to be covered under the Food Bank's auto insurance policy.

COVID Requirements

As a condition of employment, FBCCS requires all employees to be fully vaccinated against COVID-19, unless approved for a reasonable accommodation based on disability, medical condition, or religious belief that prevents you from being vaccinated. If you are vaccinated, you are required to have received at least one COVID-19 vaccine prior to your first day of employment and to provide proof of full vaccination status within 30 days.

Additional Information

This position is Hybrid with a minimum of 3 days on site in our shared office space in Concord. In instances of a federal, state or locally declared emergency, 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.

Compensation and Benefits

This is a full-time, exempt position. To ensure internal pay equity, the non-negotiable starting pay for this position is 73,000 annually.

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive and extensive benefits package including health, dental, and vision, life insurance, flexible spending account, 403(b) employer matching, and paid leave to eligible employees. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the organization. We strive to provide an inclusive, collaborative, and creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.



Job Opening

To Apply

Please send your resume and any supporting documents to hr@foodbankccs.org with the subject line: **"Content Marketing Specialist."** Email submission is preferred.

Or by mail to:

**Food Bank of Contra Costa and Solano
Attn: Human Resources
4010 Nelson Avenue
Concord, CA 94520**

FBCCS is an Equal Opportunity Employer and complies with applicable state and local laws governing nondiscrimination in employment in every location in which the FBCCS has facilities.

We strive to create a workplace and organization that reflects the communities we serve where everyone feels empowered to be their full, authentic selves. Together, we work innovatively to effectively serve our community. Underrepresented groups are welcomed and encouraged to apply.

FBCCS does not have the resources to sponsor visas, nor any open positions eligible for the H-1B program.

For more information about us, please visit: <http://www.foodbankccs.org/careers>