

Job Title: Donor 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

At the heart of every impactful Marketing team is a visual and creative storyteller who can help inspire the joys of giving and bring memorable ideas to life. The Donor Marketing Specialist is responsible for managing creative campaigns and projects focused on driving donor awareness and engagement on digital channels. As a key fundraising partner on the Marketing team, the Donor Marketing Specialist is a creative, goal oriented, and mission-driven project driver and innovative storyteller who has a passion for brand, design, and digital marketing.

Essential Duties and Responsibilities

- Project manage and maintain creative projects, online and integrated marketing campaigns, online donation forms and processes.
- Create, innovate, and design ideas and assets that support the Food Bank mission, including but not limited to: graphic design, web design, and digital advertising.
- Provide timely and creative marketing support for other Development team members, volunteer services, and online donors.
- Support in donor conversion, loyalty, and retention strategies.
- Manage relationships with digital marketing vendors and contractors to ensure they are aligned with organizational objectives, goals, and agreed-upon deliverables.
- Serve as the Marketing primary liaison for the Development, Volunteer Services, Corporate, Institutional, and Major Gifts teams.
- This role will have brand awareness goals and will also share campaign fundraising goals in partnership with Development.
- Other duties as assigned.

Qualifications

- A sincere 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 graphic design, digital, marketing, fundraising or related field. An equivalent combination of education and experience will be considered.
- Demonstrates a keen sense of quality and memorable visual design.
- General understanding of marketing and communications channels.
- Proficiency with social media platforms including: Facebook, Instagram, LinkedIn.

- Demonstrated proficiency with Microsoft Office Suite, Adobe Suite, and WordPress required.
- Previous experience with fundraising platforms, digital platforms, CRM platforms (Salesforce), and Google Analytics/Google Data Studio a plus, not required.
- Strong project management skills: ability to prioritize and manage multiple projects at once in a fast paced, deadline-driven collaborative environment with people of diverse backgrounds and circumstances.
- Highly-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 \$75,000 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.

To Apply

Please send your resume and any supporting documents to hr@foodbankccs.org with the subject line: **"Donor 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.



Job Opening

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>