

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

Are you a brand enthusiast who believes in driving the mission forward through inspiring and memorable brand content? Do you want to make a difference and help bring the Food Bank’s mission and values to life – visually and creatively? If so...we want to hear from you!

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

The Brand Specialist serves the mission by overseeing, executing, and managing the Food Bank’s brand, vision, and values. You help empower our internal and external partners to be brand ambassadors by inspiring them with our ‘why’, and giving them the tools, resources, and processes to represent the Food Bank.

You are responsible for providing and ensuring consistent, effective, and inspiring brand marketing assets that live up to the Food Bank brand. To do this, you are a motivator, a key partner, and aim to listen and understand the hearts and minds of our clients, supporters, and partners. You thrive in highly collaborative environments where you work with colleagues who engage with different audiences.

Essential Duties and Responsibilities

- Brand Identity
 - Oversee effective and consistent brand look and feel, branded communications, and external representation of the brand. This includes, but is not limited to: The Food Bank website, branded trucks and vehicles, signage, print and offline communications, and promotional items.
 - Demonstrate sound judgment and reasoning in assessing brand risks and making decisions that maintain the integrity of the Food Bank’s core values and mission.
 - Collaborate and influence colleagues as a brand advisor for all owned channels, including but not limited to: digital ads, social media, digital and landing pages, templates, and more.
 - Gather mission-driven and brand-forward stories featuring client, volunteer, and partner experiences – in partnership with colleagues on the Marketing team.
- Brand Management
 - Create systems, processes, and resources to empower internal stakeholders to become brand ambassadors, including:
 - Develop and maintain brand style guides, templates, and resources for internal and external use as needed.
 - Manage the Marketing & Communications resource hub, and promote it as the “source of brand truth”.

- Partner with Human Resources to engage with new and current employees – and share with them the Food Bank brand.
- Manage the organization’s website.
- Preserve and share Food Bank history with clippings, images, stories and timelines.
- Manage the day-to-day activities of assigned brand projects, including internal reviews and input, iterations, and final delivery of assets.
- Vendor Management
 - Manage internal production and work with outside creative vendors as needed.
 - Ensure vendor brand assets are accurate, timely, cost-effective and consistent with our brand guidelines.

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 brand marketing and creative design and/or production, in-house or agency experience. 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 design skills, including graphic design, visual design, and/or photography.
- General understanding of marketing and communications channels.
- Proficiency with social media platforms including: Facebook, Instagram, LinkedIn, and Twitter.
- Previous experience with brand platforms, including: Canva, Adobe Creative Suite (including InDesign, Photoshop, Illustrator and Premier Pro).
- 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.

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 \$72,250 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: “Brand Marketing Specialist.” Email submission is preferred.

Or by mail to:

Food Bank of Contra Costa and Solano
Attn: Human Resources
4010 Nelson Ave
Concord, CA 9452

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>