

Job Description

Job Title:	Donor Marketing Specialist	Department:	Communications
Reports To:	Director of Marketing, Communications and Community Engagement	Employment Type:	Regular
Classification:	Full-Time	FLSA Status:	Exempt
Location:	Concord	Date Approved:	7/1/2026

Who We Are

For 50 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 Donor Marketing Specialist drives donor acquisition, engagement, retention, and fundraising revenue through strategic digital marketing and donor communications. Serving as the primary marketing liaison to the Development team, this role develops and executes integrated fundraising campaigns across email, web, social media, digital advertising, and online giving platforms. The position partners closely with Development colleagues and data analysts to optimize donor journeys, improve campaign performance, and increase donor engagement through data-informed marketing strategies. Graphic design and creative production support these efforts through the creation of compelling donor-facing marketing assets.

Essential Duties

- Serve as Marketing's primary liaison for the Development team, including Annual Fund, Leadership, Institutional, and Major Gifts teams.
- Develop, execute, and optimize integrated digital fundraising campaigns across email, web, social media, digital advertising, and online giving platforms.
- Ensure a consistent donor experience across digital fundraising campaigns and donor communications, applying audience insights and fundraising best practices.
- Manage donor-facing digital marketing channels and create supporting creative assets for fundraising campaigns, including email campaigns, donation pages, landing pages, digital advertising, social media content, reports, and collateral materials.
- Provide timely and responsive marketing support to Development team members, Volunteer Services, and online donors.
- Lead digital donor acquisition, engagement, stewardship, and retention efforts in collaboration with Development and data teams.
- Analyze campaign and donor engagement data to identify opportunities to improve fundraising performance, donor conversion, and retention.
- Manage relationships with vendors and contractors, ensuring alignment with organizational goals, brand standards, and agreed-upon deliverables.
- Attend department and organization-wide meetings, trainings, and team-building events.

Job Opening

- Operate Food Bank vehicles as needed.
- May need to work occasional weekend days for programs and events.

Skills and Qualifications

Required

- Five or more years of experience in graphic design, digital marketing, fundraising, or a related field; or an equivalent combination of education and experience.
- Demonstrated visual design skills with a keen sense of quality, brand consistency, and donor-centered storytelling.
- Strong project management skills, including the ability to manage multiple projects simultaneously in a fast-paced, deadline-driven environment.
- Proficiency with social media platforms including Facebook, Instagram, and LinkedIn.
- Demonstrated proficiency with Microsoft Office Suite, Adobe Creative Suite, and WordPress.
- Highly organized, proactive, and reliable, with the ability to identify and resolve problems effectively.
- A California driver's license and ability to be insured under the Food Bank's insurance policy.
- Genuine commitment to and enthusiasm for working with people of diverse backgrounds, cultures, and lived experiences; a demonstrated ability to engage respectfully and effectively across difference.

Preferred

- Bachelor's degree in Marketing, Graphic Design, Communications, or a related field.
- Experience with fundraising platforms, CRM systems (Salesforce), digital advertising platforms, and Google Analytics or Google Data Studio.
- Experience in a nonprofit, mission-driven, or community-based environment.

Competencies

- **Adaptability** — Remaining effective across changing conditions by welcoming feedback, shifting approaches as needed, and balancing competing priorities.
- **Cooperation** — Engaging colleagues with respect and tact to build productive relationships, resolve conflicts, and collaborate effectively.
- **Dependability** — Consistently following through on responsibilities with accountability, reliability, and a commitment to doing one's best work.
- **Job Knowledge** — Maintaining the technical proficiency and contextual understanding needed to perform one's role effectively and independently.
- **Organization Support** — Upholding the organization's values, policies, and mission.
- **Teamwork** — Collaborating with a focus on collective success by balancing individual and group responsibilities and exchanging feedback openly.

Additional Information

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.

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Work Location

This position is hybrid with a minimum of three days on site at the Concord office. Remote work beyond this schedule is not guaranteed and may be granted solely at the discretion of the department head.

Work Environment

This position works primarily in a shared office environment with occasional travel to food distribution sites and community events. The employee may occasionally be exposed to outdoor weather conditions. The noise level is generally moderate.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Requirements

The employee must occasionally lift and/or move up to 15 pounds. The employee is regularly required to talk or hear, sit, stand, walk, use hands to type and handle materials, and reach with hands and arms. Specific vision abilities required include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

Reasonable accommodations will be provided for qualified individuals with disabilities upon request.

Compensation

This is a full-time, exempt position. To ensure internal pay equity, the non-negotiable starting pay for this position is \$76,446.00 annually.

To Apply

Please send your resume, cover letter, and any supporting documents to hr@foodbankccs.org with the subject line: "Donor Marketing Specialist".

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>