

Feeding the Gulf Coast Job Description

Job Title: Digital Marketing Specialist
Department: Development & Marketing
Reports To: Marketing and Communications Manager
FLSA Status:
Location: Theodore, AL

About the Organization: Feeding the Gulf Coast works through member organizations and special programs to provide nutritious food to meet the challenge of feeding people who are hungry as a result of systemic poverty, personal crisis, or disaster. Additionally, Feeding the Gulf Coast educates the public regarding domestic hunger, proper nutrition, and other related issues. Feeding the Gulf Coast serves a 24-county area spanning south Alabama, south Mississippi, and the panhandle of Florida. Feeding the Gulf Coast a member of Feeding America, and a United Way Member Agency.

Summary: The Digital Marketing Specialist serves as Feeding the Gulf Coast's digital content creator, optimizing the food bank's digital marketing initiatives to reach and build relations with potential supporters, donors, volunteers, food recipients, and other community partners. This role writes and creates engaging, shareable content, and sparks conversations around it in the digital environment; expands our community visibility using our website, social media channels, email marketing, and digital advertising. Working closely with the Marketing and Communications Manager and the Development and Marketing team, the Digital Marketing Specialist will support online initiatives that generate awareness and revenue to assure all online efforts compliment overall communication strategy for the food bank.

Duties and Responsibilities include the following:

Planning & Assessment

- Collaboratively develop a digital marketing and communications plan and calendar that support the annual communications strategy to raise public awareness of Feeding the Gulf Coast; increase donations of funds, food, and time; and support the efforts of all departments as well as all program initiatives.
- Coordinate and assist in the production of materials to create a cohesive brand image and message for digital platforms and presentations.
- Collaboratively maintain Feeding the Gulf Coast's brand, promoting consistent messaging and ensuring organization-wide adherence to the brand guide.
- Track, analyze, and report on the effectiveness of all digital marketing activities, including website, social media, email marketing, Google Ads, and paid advertising.

Social Media

- Create and post content, collaborating with all departments, to advocate our efforts and share Feeding the Gulf Coast's story through social media outlets; including Facebook, Twitter, Instagram, LinkedIn, and Google Business.
- Monitor and respond to comments and messages. Work to maintain a positive reputation for the organization.
- Maintain Facebook event pages (i.e., Chef Challenge, Stamp Out Hunger Food Drive)

Digital Marketing & Advertising

- Implement and monitor email campaigns in collaboration with Development and Marketing team.
- Coordinate and monitor digital advertising, including social media ads and Google ads.
- Increase traffic and donor acquisition through a digital presence, including SEO, Google Ads, and other online strategies.

- Manage content for the organization's digital advertising efforts, including email marketing campaigns, paid radio ads, and paid digital advertising through contracted vendors and social media.
- Set up all donation forms used for email campaigns and fund drives.

Website and Blog

- Develop and edit content for the food bank's website.
- Work with other departments to ensure the website content is always up-to-date, including updating "Find Help" map information.
- Develop content and calendar for blog.

Other

- Source stories and quotes by conducting interviews with program participants, donors, volunteers, community partners, and staff.
- Post events to community calendars and help identify other free advertising outlets.
- Participate in appropriate community and professional association events and attend relevant conferences. Represent the food bank in public forums in a professional manner.
- Lead or support special projects and other duties as assigned by management.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities.

Education/Experience:

Bachelor's degree in marketing, journalism, communications, or a related field is strongly preferred. A combination of education and experience will be considered. At least one year in a relevant field of work is strongly preferred.

Must have a proven ability to direct and execute social media content strategy and have expertise in social media platforms, including Facebook, Twitter, and Instagram.

Experience with the Adobe Creative Suite, MailChimp, Network for Good, or MobileCause or similar digital platforms is a plus.

Knowledge, Skills and Other Abilities:

- Excellent copywriting and communication skills, including the ability to write and edit compelling content tailored to the target audience and channel.
- Strong creative, strategic, and analytical skills.
- Highly defined organizational and time management skills with outstanding ability to problem-solve, multitask and prioritize projects, often under tight deadlines.
- Excellent internal and external customer service skills. Must be personable, compassionate, and people-oriented.
- Highly motivated with a strong work ethic.
- Attentive to detail and accuracy.
- Comfortable taking ownership of large projects
- Ability to work well with others in team environments, with a positive, flexible attitude.
- Ability and willingness to use and learn computer programs and software.

Language Ability:

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Math Ability:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability:

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Microsoft Office Suite and Google Gmail.

Certificates and Licenses:

Valid driver's license with driving record that meets company insurance requirements.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities.

While performing the duties of this job, the employee is regularly required to sit; use hands; and talk and hear. The employee is frequently required to stand; walk; and reach with hands and arms. The employee is occasionally required to climb or balance and stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, ability to see color, and ability to adjust focus.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to wet or humid conditions (non-weather); work near moving mechanical parts; and outdoor weather conditions.

The noise level in the work environment is usually moderate.

Travel:

Local travel throughout the food bank's service area may be required, as well as occasional overnight travel for events and conferences. May attend offsite events as directed.

Interested?

If you have a desire to utilize your skills to advocate for those in need, please submit your resume to Tracee Wallace, Human Resources Manager, at twallace@feedingthegulfcoast.org.

A portfolio of digital content and campaigns, as well as writing samples, is required for evaluation.