



## Marketing and Events Associate

### Second Harvest Food Bank Position Description

<b>DEPARTMENT:</b>	Administration
<b>REPORTS TO:</b>	Development Director
<b>WORK HOURS:</b>	40
<b>LOCATION:</b>	Springfield, Ohio
<b>FLSA STATUS:</b>	Salary Exempt
<b>SUPERVISORY:</b>	Yes

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#### Position Summary:

Dynamic associate to drive marketing and event planning efforts. Create engaging content, coordinate events, and amplify our mission through strategic partnerships. Strong communication and organizational skills essential.

#### Essential Job Functions:

- Marketing
  - Create content for social media, mailings, appeals, etc. – all communication and materials that are to be distributed through the SHFB channels
  - Maintain brand standards on all documents, materials and products of SHFB
  - Manage social media platforms, including:
    - Analyzing and reporting on reach
    - Post content on all platforms on a regular basis
    - Respond to DM in a timely manner
    - Continuously growing reach
  - Design (through Canva) and order all marketing materials including office supplies, collateral materials, and work with vendors accordingly
  - Maintain staff brand awareness through apparel, name badge, headshots, business card, etc.
  - Maintain all media waiver forms and documentation
  - Working closely with Development team to design content for appeals, newsletters, fundraising event
  - Maintain updates on website
  - Track metrics on website usage
  - Manage all digital marketing campaigns including google ads, boosted Facebook post
  - Create digital marketing calendar and budget annually and maintain deadlines
  - Create/review documents and materials being distributed from SHFB
  - Write and post information on SHFB Blog
  - Create and maintain In-House newsletter and updates
- Cause Marketing
  - Point of contact for Cause Marketing events and programs. Include efforts through Feeding America and local partners
  - Identify opportunities for the food bank to collaborate with other non-profits, government agencies, and community organizations to strengthen their cause-related initiatives.

- Monitor the success of cause marketing campaigns through metrics like engagement rates, donations received, volunteer participation, and other relevant KPIs. Prepare reports on the impact of these campaigns.
- Events
  - Schedule and then maintain the annual calendar of all fundraising events
  - Plan all in-house staff activities/events
  - Create materials, décor, and coordination of all fundraising events
  - Plan and execute all annual events including but not limited to:
    - Community Harvest Breakfast
    - Dessert Auction
    - Empty Bowls (Champaign, Clark, and Logan Counties)

**Reporting:**

- Monitor project outcomes related to fundraising net income for events
- Analytics on website and social media activity
- Show how activities support the overall fundraising strategies

**Support of Agency Mission and Operations:**

- Learn and adhere to all Feeding America and AIB required standards
- Receive and maintain ServSafe certification
- Assist in rapid recognition and resolution of general and food safety issues.
- Other duties as assigned.

**Supervisory Responsibilities:** N/A

**Education and Certifications:**

- College Degree and 1-3 years of related work experience

**Skills, Qualifications and Experience:**

- Ability to effectively manage numerous projects simultaneously and work independently.
- Ability to build relationships with distribution partners and professional organizations as critical to effective work.
- Ability to effectively communicate required standards in a style of coaching and employee support, engagement, and recognition.
- Ability to address conflict in a respectful manner.
- Ability to adequately respond to requests and demands in a timely manner and consistently follow through on projects and issues.
- Demonstrated skills in effective communication and listening.
- Demonstrated ability to record and provide written reports.
- Flexible, adaptable, and responsive to change and modifying plans/strategies as needed to best meet the needs of those involved.
- Personal appearance that always reflects self-respect and professionalism.
- Valid state issued driver's license and proof of vehicle insurance.

**Commitment to Service:**

- Ability to work well with other staff in a collaborative effort to improve services, extend courtesy, friendliness, and overall respect to meet the needs of the organization.

- Personal integrity and awareness of ethical principles and a willingness to accept assignments involving flexible work hours.
- Will be available for times and events when evenings and weekends will be required to fulfill duties.
- Sensitivity to needs of clients and families served.

**Work Environment:** Typical office and warehouse environment, with irregular exposure to excessive noise, adverse environmental issues, and cooler/freezer temperatures.

**Physical Demands:** Position requires physical exertion to sit, stand, walk, stoop, verbal, and written communication by phone or in person. Maximum unassisted lift 50 lbs., normal lift <40 lbs.

**Statement of Understanding:**

I have read the above position description and the expectations of the position explained to me. By signing below, I indicate my understanding of what is required of me in this position. I agree to comply with all requirements of Second Harvest Food Bank CCL and Feeding America.

***The employee signature below constitutes employee’s understanding of the requirements, essential duties, and responsibilities of the position.***

Employee Signature	Printed Name	Date
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Supervisor Signature	Printed Name	Date
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