

412 Food Rescue

Title: Marketing & Engagement Manager
FLSA: Exempt
Hours: Full Time
Reports to: Senior Director of Advancement

Please email your resume and cover letter to sara@412foodrescue.org with “Marketing & Engagement Manager” in the subject. Applications accepted until position is filled.

About 412 Food Rescue

412 Food Rescue is a direct response to the disconnect between the fact that we waste 40% of our food while 1 in 8 go hungry. Through a network of dedicated volunteers, 412 Food Rescue collects surplus food that might otherwise be thrown away and delivers it immediately to organizations that serve those who are food insecure. These healthy food donations go to hungry people in shelters, schools, housing projects, and other programs and kitchens who serve or distribute food to those in need. Through our technology, 412 Food Rescue facilitates rapid response that helps bridge the gap between supply and demand. Piloting in Allegheny County and expanding further into Southwestern PA, 412 Food Rescue aims to expand its model across urban centers nationally.

Responsibilities

Strategically manage 412 Food Rescue’s social presence to increasingly ensure engagement. The Marketing & Engagement Manager will manage all marketing and online engagement activities for 412 Food Rescue and Food Rescue Hero.

The scope of responsibility includes:

- Strategic messaging
- Maintenance of brand voice
- Growth of top of funnel assets - social media and mailing list
- Online marketing strategy - including paid, retargeting, etc.
- Basic marketing collateral design
- Inbound marketing
- KPI and metrics management

Works closely with the Partner Experience Manager and Sr. Director of Strategic Partnerships.

SOCIAL/ELECTRONIC MEDIA

- Manage all activity and track performance for 412 Food Rescue and Food Rescue Hero online presence, including but not limited to organization website, Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Perform research on current benchmark trends and audience preferences.
- Set specific objectives and report on ROI.

- Generate, edit, publish and share engaging content (e.g. original text, photos, videos and news) featured in daily posts, monthly newsletters and more.
- Monitor SEO and web traffic metrics. Implement improvements as needed.
- Prepare, implement and report on performance for sponsored social campaigns.
- Maintain a library of electronic assets, including photos, logos and similar graphics that illustrate our brand to be used for marketing.
- Collaborate with staff and partners to develop content and ensure brand consistency.
- Communicate with social audience/subscribers and respond to inquiries in a prompt manner.
- Suggest and implement new features to develop brand awareness and engagement, like promotions, etc.
- Stay up-to-date with current technologies and trends in social media, design tools and applications.

MARKETING

- Develop all basic marketing collateral including graphics, including logos, brochures, fact-sheets, etc.

GENERAL

- Prepare and deliver performance updates as requested.
- Represent the organization in public and delivery presentations as needed.
- Participate in staff meetings as required.
- Maintain program expenses and process receipts in a timely manner.
- Support for other organizational activities as needed.
- Other duties as assigned.

All essential duties are to be accomplished based on the ADA guidelines. ADA (American with Disabilities Act) states that the duties are to be successfully completed with or without reasonable accommodations.

QUALIFICATIONS

- 3-5 years marketing, social media marketing and graphic design experience working in a fast-paced environment.
- Highly adaptable and able to pivot project work when organizational priorities change.
- Stellar communications skills, passionate about story-telling and able to express the organization's views creatively using the voice that has been established.
- Strong customer service skills and able to genuinely express gratitude.
- Strong networker who has the natural ability to connect people with causes and engage them to take action.
- Able to execute a project from start to finish independently if needed
- Demonstrated ability to effectively prioritize workflow.

- Extremely detail-oriented and organized.
- Strong critical thinking skills, with the ability to analyze data, recognize trends and drive strategic recommendations.
- Ability to multi-task/time management.

COMPETENCIES

- Extensive knowledge of social media platforms, including effective strategies and relative performance analysis of each.
- Proficiency with WordPress, Canva, Adobe Creative Solutions, Mailchimp, Google Analytics, Data Studio, WooCommerce; Experience with scheduling platforms a plus. Experience with designing on Photoshop, Adobe Illustrator and InDesign preferred.
- Graphic design and video editing skills preferred.
- Google suite and Microsoft Office.
- Demonstrated knowledge of brand campaigns and social media channels, trends, and apps
- Fluency in pop-culture and passion for digital innovation.

PHYSICAL DEMANDS

- Must be able to climb, balance, stoop, kneel, crouch, crawl and walk.
- Must be able to lift up to 50 lbs.

JOB REQUIREMENTS

- Bachelor's Degree in Marketing or similar.
- Access to a remote workspace suitable for completing the required tasks.
- Valid PA driver's license.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.