



Marketing and Communications Manager

Hunger Network, a non-profit organization which envisions that no one goes hungry and no food goes to waste seeks a full-time Marketing and Communications Manager. Hunger Network is a consortium of 74 hunger centers that are strategically placed across Cuyahoga County which provide emergency food supplies and hot meals to our neighbors who need it most. Additionally, we bridge the gap between hunger and food waste through the innovative Food Rescue Hero app, which allows us to bring fresh food directly into our neighborhoods.

Position Summary: The Marketing and Communications Manager develops and executes plans and strategies to accomplish Hunger Network's fundraising marketing and communications goals including digital and social media outreach to increase awareness of the organization's programs, services and events. The ideal candidate is highly creative with experience in identifying target audiences and devising print and digital campaigns that engage, inform, and motivate donor and community audiences. This individual must be an organized multitasker who is able to work independently and handle many diverse projects at once while meeting tight deadlines. This position reports directly to the CEO and works closely in conjunction with the Director of Development.

KEY ROLES (Essential Job Responsibilities):

Digital Fundraising:

- Create thoughtful, educational content to ensure current and prospective donors are informed and engaged with our work
- Enhance stewardship of donor communications by creating follow-up content and campaigns for donors
- Identify and execute digital opportunities to inspire our community to fundraise for Hunger Network
- Develop toolkits that empower constituents to fundraise digitally for events and other crowdfunding campaigns
- Generate content and engagement across all digital media platforms that moves users to donate and/or fundraise

Public Relations:

- Write and disseminate all press releases, media alerts and informational documents
- Serve as the main point of contact for all media and address media requests
- Track media coverage and work to expand and build meaningful relationships with an established media database
- Research media coverage and industry trends

Graphic Design / Visual Communication:

- Maintain brand consistency across all platforms and materials
- Design and create collateral for organization, fundraising, events, and campaigns
- Design quarterly newsletter, annual report, flyers, banners, posters, infographics, and other marketing materials utilizing the Adobe Creative Suite.
- Maintain photo and video library.

Team Work

- Establish meetings and implement processes to determine communication needs, strategy, schedule and opportunities
- Work across all departments to ensure brand consistency and information accuracy for publications, website, and media.

Digital Media Management:

- Social Media:
 - Manage existing social media platforms and identify new opportunities to remain current with trends and best practices
 - Create content for a compelling content calendar and campaigns reflecting Hunger Network's mission to fuel audience and traffic growth
 - Lead social media strategies that ensures all content aligns with the Hunger Network's mission, vision and marketing goals
 - Utilize content management platform (Hootsuite) to schedule content and manage engagement and analytics
 - Manage ad campaigns and digital fundraising strategies
 - Collaborate with local social media influencers to advocate for Hunger Network's mission and support revenue generation and brand awareness goals
- Website:
 - Create and update content for Hunger Network's website hosted on WordPress, collaborating with the web developer when necessary.
 - Utilize assessment tools such as Google Analytics to analyze website performance and identify improvements in user experience.
- Email Marketing:
 - Create email campaigns, including monthly eNewsletter,
 - Oversee email lists, content development and assist with segmentation.
 - Analyze email metrics, sharing results and adjust strategies based on outcomes

SKILLS/KNOWLEDGE REQUIRED:

- Bachelor's degree in business, marketing, communications, or related field.
- 3-5+ years of related experience in marketing and communications.
- 3+ years of related experience in non-profit agency operations is desirable.
- Proven knowledge of Adobe Creative Suite, Social Media Management softwares such as Hootsuite, Microsoft Office Suite, and WordPress. Knowledge of Classy or other online fundraising platforms preferred.
- Budget management and cost estimating preferred.

COMPETENCIES

- Demonstrated excellence in verbal and written communication skills, graphic design
- Sound problem solving and decision making skills
- Ability to manage multiple projects simultaneously

OTHER

- Some weekends and evenings
- Reliable transportation, valid driver's license and automobile insurance
- Background check

Excellent benefits package available. Salary range is \$45,000 to \$55,000, commensurate with experience. EOE. Send cover letter and resume to careers@hungernetwork.org.

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