



## Digital Marketing Coordinator

- Are you a passionate digital marketing professional with a love for data and flair for communication?
- Does the prospect of A/B testing get your heart racing?
- Do you crave work that has a tangible, positive impact on the community you are part of?
- Do you believe that food is a basic human right?

If this has you excited, **Alameda County Community Food Bank may be looking for you as our next Digital Marketing Coordinator!**

As a member of the Food Bank's Marketing & Communications team, the Digital Marketing Coordinator is responsible for ensuring the successful, accurate, and timely execution of a breadth of digital media marketing. They're an accomplished digital citizen who gracefully navigates the social media and digital marketing landscapes, with an eye for engaging content! The ideal candidate is ready to roll up their sleeves and dive into data to help us take our digital communications to the next level. Experienced in all content mediums from social media to SEO to email campaigns, the Digital Marketing Coordinator is a team player ready to collaborate with a creative team of storytellers. Creating quality content, analyzing results, and making informed decisions to keep followers engaged are a regular part of the role!

Alameda County Community Food Bank has been at the forefront of hunger relief efforts for 35 years. Few nonprofits are as well-respected – or have a bigger impact on the community – than we do. Through a network of over 300 agency partners, we serve 1 in 5 county residents and will provide enough food for over 50 million meals this year. We're forward thinkers who encourage innovation. We're changing lives, we're proud of our work, and we're having fun doing it!

With our latest strategic plan, we are setting a bold trajectory for the long-term work required to dismantle the systems that perpetuate poverty, including racism. Our staff regularly engage in conversations about race, class, power and privilege as part of our organizational commitment to equity, diversity and inclusion. Please learn more about our efforts at [www.accfb.org](http://www.accfb.org).

### **KNOWLEDGE, SKILLS AND ABILITIES**

#### Required Competencies

- 2-3+ years in digital media marketing.
- Ability to manage multiple projects simultaneously with a strong sense of meeting deadlines and delivering high-quality results.
- Comfortable managing agency/vendors work to ensure delivery on time and on budget.
- Aptitude to prioritize and reprioritize project load individually and in collaboration with manager.
- Highly organized with exceptional attention to detail.
- Ability to analyze digital media data, identify trends and insights, and develop recommendations accordingly.
- Proficiency in all Microsoft Office applications, particularly Excel; Basic Photoshop skills preferred.
- Excellent verbal/written communication skills and an eye for detail when proofreading.
- Exposure to Google AdWords, Google Analytics, Facebook and Twitter Ad Manager.
- **Comfortable with exposure to fundraising databases and digital platforms (Blackbaud CRM, BBIS, Salesforce, Pardot, Later, Google Drive, Smartsheet).**
- High degree of dependability, flexibility, and initiative.
- Strong interpersonal and diplomacy skills, exceptional customer service.
- Ability to develop and maintain collaborative and professional relationships.
- Ability to attend work functions outside of normal work hours, on weekends and evenings, as needed.

- Valid California driver's license with insurable driving record; access to reliable vehicle and ability to spontaneously attend off-site interviews

#### Preferred Qualifications

- Dedicated interest or experience in nonprofit fundraising.
- Experience in progressive issues and/or in a nonprofit environment with a variety of stakeholders and deeply rooted community.

#### **PERSONAL ATTRIBUTES AND VALUES**

- Passion, enthusiasm, focus, and creativity around Alameda County Community Food Bank's vision, mission and values of community, leadership, transparency, innovation and diversity.
- Impeccable integrity and honesty.
- Strong work ethic with an orientation toward action, innovation and process improvement.
- A proactive and creative problem solver who drives for results and has the ability to overcome project setbacks. Sees opportunity in challenges.
- Ability to work independently, as part of a team and collaboratively across departments, and with people of diverse backgrounds and circumstances.
- **LOVES** this work!

#### **PHYSICAL REQUIREMENTS**

This work is located in an office and a warehouse environment. Frequent local travel involved to visit food bank programs and assist with events. The following physical activities are necessary in the performance of this job: Talking, hearing, writing, reasoning, persuading, interpreting and prioritizing. Exemplary interpersonal communication. Ability to move throughout the Food Bank building. Ability to use a computer.

#### **COMPENSATION & BENEFITS**

This is a full-time, non-exempt position working Monday through Friday, 8:30 a.m. to 5:00 p.m. (37.5 hours per week, one-hour unpaid lunch). The non-negotiable starting salary for this position is \$31.20 per hour (\$60,840 annually). We offer an outstanding benefit package including:

- Medical: ACCFB pays 100% for employees and 93% for dependents for our Kaiser HMO. Buy-up options to Blue Shield HMO or PPO plans are available.
- Dental: 100% employer-paid for employees and their dependents.
- Vision: Paid by employees.
- Paid time off starting at: 15 vacation days, 12 sick days, 11 holidays, and four paid early closures annually.
- Pre-tax Flexible Spending and Commuter Accounts.
- Employer-paid life, AD&D & LTD insurance, as well as buy-up options for increased coverage.
- 403(b) plan available on the first day with employer match after one year. Fully vested after three years.
- Employee Assistance Program for employees and dependents.
- Free ongoing 1:1 financial coaching and access to an interest, service fee and credit requirement-free short-term loan program after six-months on staff.

**If you meet these qualifications and want to join our mission, please submit your resume and answer the application questions on our careers page located at [accfb.org/careers](http://accfb.org/careers).**

Alameda County Community Food Bank honors our differences and is committed to creating a workplace that celebrates and reflects the diversity of our Community. Applicants who contribute to this diversity are strongly encouraged to apply. ACCFB provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, ACCFB complies with applicable state and local laws governing nondiscrimination in employment in every location in which the ACCFB has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

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