



As a food bank, Feeding America West Michigan gathers and distributes food to relieve hunger and increase food security in West Michigan and the Upper Peninsula. This work aims to foster a community in which all neighbors are nourished and empowered within an equitable food system. By becoming a food banker, you can help make this vision a reality!

Job opening: Marketing Specialist

Location: Grand Rapids

Requirements:

- Bachelor's degree or higher in Communication, English, Marketing or a related field
- Strong writing abilities
- Instinct for effective marketing strategies
- Strong interpersonal skills
- Desire—or at least willingness—to represent the food bank (e.g. in Instagram stories)
- Photography experience
- Videography (e.g. TikTok or YouTube) experience
- Strong organizational skills and an ability to manage multiple deadlines and prioritize the work load
- Personal commitment to our mission
- Ability to work in a team atmosphere and manage a flexible schedule
- Willing to travel locally to gather content for social media, either alone or with another member of the marcom team
- Experience in the nonprofit sector (preferred)
- Experience with Canva or other graphic design tools (preferred)

Responsibilities:

The Marketing Specialist is Feeding America West Michigan's in-house marketer. Their biggest responsibility is social media, but they are also tasked with managing the food bank's relationship with TrueSense Marketing (the agency that leads direct marketing to donors for our food bank), direct marketing to other demographics, and other marketing projects that arise.

On social media, they will engage with the food bank's relatively well-developed audience on Instagram, Facebook and Twitter, improve on existing strategies, campaigns and content types and come up with new ideas. They will also be tasked with helping expand or build the food bank's presence on other sites like LinkedIn, YouTube and TikTok. KPIs will help measure the success of these efforts.

This person will work closely with the content specialist and TrueSense Marketing to get people to notice and interact with our brand through various marketing tactics.

More specifically, this person will:

- Conduct social media marketing
 - Develop an annual social media strategy
 - Maintain an up-to-date social media style guide
 - Brainstorm content ideas
 - Gather content for posts from our warehouses, agency partners and events
 - Help keep up with required posts (e.g. grantor thank yous)
 - Draft and schedule or manually post content
 - Monitor social messages and comments, responding accordingly
 - Craft attractive and informative campaigns with help from the rest of the marcom team
 - Implement and monitor campaign performance
 - Utilize brand guidelines, color palette and other assets to make our brand stand out
 - Use data (internal or external) to make content more compelling
 - Work with the marcom manager to define KPIs and use them to measure success, adjusting as needed
 - Monitor analytics and act on identified trends (good or bad)
 - Stay up to date on best practices, techniques, strategies, and platforms
 - Determine the best times to post (frequency and time of day), adjusting as needed
 - Make use of content provided by the Feeding America national office
 - Establish relationships with industry professionals or influencers on social media
 - Collaborate with the rest of the marcom team when their projects connect to social media
 - Respond to post requests from other food bankers
- Manage the food bank's relationship with TrueSense Marketing (direct marketing to donors)
 - Review strategic briefs
 - Review creatives
 - Attend meetings, answer questions, etc.
- Conduct direct marketing to other demographics (e.g. clients, volunteers) with support from the community impact team
- Handle other marketing projects that arise (e.g. marketing a new program)

Job Type: Full-time

Schedule: Monday-Friday, 8:30-4:30; some evenings and weekends

Pay: \$17/hour

Benefits:

- 403b matching
- Company-provided life insurance and short/long term disability
- Paid vacation and holidays
- Access to affordable family health and/or dental insurance plan
- Gym membership reimbursement (up to \$20/month)

How to apply: Please submit a cover letter, resume and a few content samples to MollyK@FeedWM.org. Applications will not be accepted through any other means. Review of applications will start on July 19 and continue until the position is filled.

It is the policy of Feeding America West Michigan to provide equal employment opportunities to all people without regard to race, color, religion, national origin, age, sex, disability, protected genetic information, sexual orientation or any other legally protected category and to promote the full realization of that policy. The food bank will assure equal employment opportunities in all personnel actions and procedures including, but not limited to recruitment, hiring, training, transfer, promotion, compensation and benefits.