

# Digital Marketing Manager

## Job Description:

The Greater Boston Food Bank (GBFB) is the largest hunger relief organization in New England and among the largest food banks in the country. GBFB's mission is to End Hunger Here in eastern Massachusetts, and our strategic objective is to provide at least ONE MEAL A DAY to everyone in need in eastern Massachusetts.

GBFB is looking for a Digital Marketing Manager to join our Marketing and Communications Team. The Digital Marketing Manager supports GBFB's mission by increasing awareness and helping to reach annual revenue goals by creating, managing, and executing day to day digital plans including website, mobile, social media, email, and online fundraising and advocacy campaigns. Efforts will drive awareness, engagement, and revenue through new donor acquisition and donor retention. The incumbent will have overall responsibility for the following channels and for managing all aspects of each medium including:

- System management for GBFB's digital properties including website content management system, social media channels, email program and staying current on new digital properties and online giving trends.
- Development and execution of associated sites used for various strategic initiatives.
- Development of content/editorial calendars to coincide with strategic objectives and channel as necessary.
- Content curation and background in integrated marketing work in collaboration with the GBFB team.
- Content development including writing, editing, proofreading, designing and publishing
- Reporting and measurement using GBFB's customer relationship management (CRM) system of record

### Responsibilities:

- Website: Manage the GBFB website on a day-to-day basis, ensuring content is fresh, optimized (SEO) and within brand and messaging guidelines. Work closely with GBFB Teams to enhance website and revenue opportunities and applicable campaigns. Develop plans to drive more traffic to the website among GBFB's various audiences. Develop and manage the creation of regular website reports and metrics.
- E-communications: Work closely with the Senior Director of Marketing Communications, Development and Community Engagement to develop and execute annual fundraising, stewardship and advocacy email strategies for donor, volunteer and advocate audiences. Collaborating with Marketing Communications team members, manage and execute all components including copy, design, HTML, tracking (such as open rates and ROI) and landing page/donation form creation. Work with the Donor Services Manager and other Development and Marketing Team members to identify email lists and segment lists as appropriate.
- Social Media: Manage GBFB social media properties on a day to day basis to drive awareness of GBFB. Collaborate closely with Public and Government Relations Manager and other GBFB Teams (Development, Nutrition, Food Acquisition) to create a content/editorial calendar and curate content. Write, edit and design (or gather resources) for all content and adjust accordingly for different mediums (Facebook versus LinkedIn versus Twitter). Monitor, listen, and respond to GBFB social audiences. Create and share regular social media reports and

dashboards. Analyze campaigns and translate into recommendations for future social media plans. Monitor trends in social media tools, applications, channels, design and strategy. Consider how to acquire new donors and support fundraising efforts through social channels and audiences.

- Mobile Giving: Manage mobile giving platform and make recommendations on best uses of mobile giving where appropriate within GBFB initiatives such as events and campaigns.
- Information Management: Work closely with Donor Services Team to ensure all donor and campaign information and data is accurate, complete and tracked in Raiser's Edge.
- Support Development Department: Along with Marketing Programs Manager, provide ongoing support to Development Team to execute donor email communications and technology for online fundraising initiatives (Holiday Meal Drive, Legal Food Frenzy, Food and Fund Drives, etc.)
- Other: Attend events (on and off site) and engage with volunteer groups, food donations and other initiatives to capture and create social content as needed. Manage the communications email inbox. Stay engaged with all Feeding America initiatives supporting the role, as appropriate. Other tasks as assigned.

## Experience and Skills:

### Skills:

- Raiser's Edge or other fundraising or customer relationship management (CRM) experience helpful
- Strong Microsoft Office skills: Word, Excel, PowerPoint
- Strong project management skills and experience.
- Experience with design programs, photo and video editing software, HTML, email marketing software, website content management system, and customer relationship management software.
- Exceptional organizational and project management skills; able to set clear objectives/manage multiple priorities.
- Ability to think creatively and work under tight deadlines
- Flexible and able to adjust quickly to changing priorities and conditions; cope effectively with complexity and change.
- Excellent written and verbal communication skills
- Team player who works well across all departments
- Sensitivity, tact and the ability to honor confidentiality
- Proven ability to meet deadlines and handle multiple and varied projects and tasks

### Qualifications:

- Bachelor's degree in marketing, communications, design, digital marketing or related field.
- 5-7 years' experience and proven success developing and executing successful digital strategies through website, and email marketing and social media.
- Website management (experience with content management systems) and design experience required.
- Flexibility and willingness to learn

### Work Environment/Physical Demands:

- Ability to meet physical requirements related to helping other Team Members. This may include setting up tables and chairs, moving things and lifting boxes that weigh 25lbs.

- Ability to sit up to 3 hours at a time
- Ability to work within an open air/cubicle environment