



## **JOB DESCRIPTION**

**Position Title:** Marketing Communications Manager  
**Classification:** Full-Time, Exempt  
**Supervisor:** VP of Development  
**Staff Reports:** Web Content Coordinator; Public Relations Coordinator  
**Location:** Boise, ID

### **JOB SUMMARY**

The Marketing Communications Manager is responsible for development of The Idaho Foodbank's external and internal communications strategies with a focus on increasing statewide brand awareness and expanding donor engagement. Under the direction of the VP of Development, the Marketing Communications Manager directs the communications staff and coordinates at the strategic and tactical levels with the other functions of the organization.

The position requires skillful identification and analysis of target audiences and the development of strategies and tactics to help the organization realize its goals both long, and short term. Donor stewardship is a critical focus area, encompassing the cultivation, retention and recognition of individuals, organizations and corporations.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Develop, execute, and track the success of a comprehensive annual statewide communications plan that covers both traditional and nontraditional communication channels.
- Work with the VP of Development to create, execute and evaluate the success of marketing and fundraising programs including a million dollar directmail/online program.
- Foster best industry practices across all area of influence to ensure continuity and maximize results.
- Oversee the creative process for all campaigns, programs and projects to ensure quality, brand compliance, and continuity.
- Develop and manage communications budget and ensure budgeted expenses and return on investment targets are met for the projects assigned.
- Work with Web Content Coordinator to design and deploy online communications for all internal and external programs and initiatives.
- Supervise the content development for all social media platforms including but not limited to Facebook, Twitter, Instagram and Pinterest.
- Work with the PR Coordinator on all internal and outbound communications relating to programs, donations and events.
- Identify and manage outside vendors that might be required for the execution of specific projects. These vendors may include but not be limited to printers, copywriters, graphic designers, photographers, mailing houses, postal service, list brokers, advertising representatives, media contacts, etc.
- Represent The Idaho Foodbank at selected public forums, meeting and events.
- Lead and/or support special projects and other duties as assigned by management.

### **DESIRED SKILLS AND ABILITIES**

- Excellent written communication skills; experienced copywriter across a wide variety of communication channels including print, broadcast, and online.
- Demonstrated ability to successfully formulate and execute communication projects of any scale, involving any medium for any channel.

- Demonstrated experience and knowledge in best practices in direct mail including deployment strategies, list management, campaign building, and donor analysis
- Experience identifying, tracking, and reporting on Key Performance Indicators across all relevant communication channels
- Demonstrated strong project management skills and ability to meet multiple deadlines; strong analytical, organizational, and time management skills, as well as excellent interpersonal skills
- Results-oriented with a passion for the creative process
- Must be highly motivated and capable of working independently or on a team
- Must be comfortable working within a fast-paced, dynamic, team-oriented environment
- Comfortable seeking and requesting donations
- Experience in public speaking and presentations
- Flexibility to attend evening and/or weekend meetings and/or events as required

### **QUALIFICATIONS**

- Minimum four years' experience in marketing, communications, or related fields required. Non-profit volunteer or work-related experience a plus.
- Proficiency in Microsoft Word and Excel, knowledge of computer-based design programs such as InDesign and working familiarity with WordPress.
- Demonstrated project management experience required
- Strong analytical thinking and problem solving skills
- Budgeting and management experience required
- Bachelor's degree in business, marketing, communications or related field preferred
- Portfolio showcasing projects and work to be provided upon request.

### **Food Safety**

- Commit to upholding policies, principles and best practices for food safety.
- Understand the personal responsibility to follow all safety policies and health rules, programs and procedures, to report all unsafe acts, environment or behaviors immediately and to always report safety issues, incidents or accidents immediately.

### **Employment Requirement**

- Negative Drug Screen
- Successful Background Clearance

### **Working Conditions**

This work is performed primarily in an office environment while sitting at a computer terminal for extended periods of time. May involve periodic lifting and carrying of items that may weigh up to 50 pounds. May work outside normal working hours and drive own vehicle for various projects on a daily basis.

### **Disclaimer**

This job description in no way states or implies that these are the only duties to be performed by the employee in this position. Employees will be required to follow any other job related instructions and to perform any other job related duties requested by any person authorized to give assignments.

This position description excludes the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and responsibilities are essential job functions and requirements. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

THE IDAHO FOODBANK IS AN EQUAL OPPORTUNITY EMPLOYER.

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