



FOOD BANK FOR THE HEARTLAND, INC.
Position Description · 4/29/21

Position Title: Social Media and Digital Marketing Manager
Reports to: Director of Marketing and Communications
FSLA status: Exempt, full-time

Position Purpose:

The Social Media and Digital Marketing Manager assists in the strategic development of, and is responsible for, the execution and optimization of content for multiple, interactive digital media platforms—including Food Bank for the Heartland's social media channels and website—to expand and strengthen the Food Bank's online reach, engagement, and brand reputation across all current and potential audience segments.

Duties and Responsibilities:

50% Social Media

- Uses brand-consistent and compelling images, graphics, and messaging to convey and promote the mission, vision, values, and identity of Food Bank for the Heartland across appropriate digital media platforms, including Facebook, Instagram, Twitter, YouTube, LinkedIn, and Pinterest. Pursues opportunities on additional platforms such as TikTok, Snapchat, and others.
- Works with approved budget to develop and execute a strategy for boosted posts and paid social media advertising campaigns.
- Creates high-level annual plans and detailed monthly social media content calendars that support the Food Bank's activities and initiatives.
- Engages with Food Bank staff, volunteers, donors, board members, event attendees, partner agencies, and people served by the Food Bank's mission to develop impactful story-based content that reaches new audiences and increases engagement among current audiences. This engagement takes place at the Food Bank office and warehouse as well as at network partner locations, mobile pantries, special events, and at other locations across our service area as appropriate.
- Cultivates a network of existing and potential social influencers to help extend the Food Bank's reach through cross-posts, Instagram takeovers, contests, and special events.
- Uses resources such as Adobe's Creative Suite, Canva, Hootsuite, Promo Video, along with other team members and vendors to design and publish relevant and dynamic content.
- Monitors Food Bank for the Heartland's social media channels—including during non-business hours, as reasonable—for questions, comments, shares, tags, and mentions. Responds on behalf of the organization, ensuring the vision and reputation of the Food Bank are upheld in a consistent and professional manner. Escalates items of particular risk or significance to the Food Bank's brand and/or mission appropriately.
- Identify and implement best practices, testing, KPI's, and analytics to provide reports and inform ongoing strategic decisions.

35% Website

- Creates and manages content that drives increased and unique traffic to the Food Bank's website.
- Works with internal stakeholders to perform routine content updates and audits to ensure the website content is fresh, accurate, relevant, and engaging.
- Serves as main (non-media relations) contact for the Food Bank's online contact email form, replying to senders and/or forwarding to other staff as appropriate.
- Works with web development vendor to manage any out-of-scope edits and updates.

- Works with other vendors to implement plugins, additional functionality, pop-up ads (lightbox), Google tags, and other elements.
- Works with web development vendor to ensure ongoing Search Engine Optimization (SEO) and implement Search Engine Marketing (SEM) initiatives.
- Uses analytics to provide reports to internal stakeholders and optimize website content.

15% Other Duties

- Films and edits social-media and website-appropriate video snippets and stories.
- Shoots and edits social-media and website-appropriate photos.
- Creates images and graphics for HTML emails, electronic newsletters, and email signatures.
- Assists in the development of digital advertising assets.
- Works to identify and provide relevant content for external blogs.
- Creates assets for use in non-digital collateral when appropriate.
- Provides event support and other duties as assigned.

Knowledge, Skills and abilities:

- Understands, appreciates, and articulates the mission of Food Bank for the Heartland.
- Displays a desire and ability to work collaboratively with varied constituencies.
- Demonstrates skills, knowledge and experience in the development and execution of social media and digital media strategies and content.
- Exhibits strong creative, strategic, analytical, and organizational skills.
- Demonstrates job-appropriate computer literacy in social media platforms, Microsoft Office, Adobe Creative Suite (experience in Photoshop, Illustrator, Premier, and Dreamweaver preferred) Google Analytics, WordPress and/or HTML, and other general-purpose tools (Acrobat, FTP, multiple Internet browsers, Hootsuite, etc.)
- Commitment to working in cross-functional teams.
- Ability to blend attractive design and high functionality in all projects.
- Strong oral, written, visual and digital communications skills.
- Ability to work independently and responsibly while managing numerous projects simultaneously.
- Proficient at task management, including the ability to prioritize and manage multiple tasks, be flexible, and meet deadlines with a high level of attention to detail and accuracy.
- Ability to perform data analysis techniques.
- Must be able to maintain confidentiality at all times.
- Ability to foster and build collaboration.
- Willingness to take advantage of professional learning opportunities that will increase her or his knowledge and skill base.

Education and experience:

- Bachelor's degree and three years of experience in marketing, communications, graphic design, or related fields.

Physical demands:

While performing the duties of this job, the employee is regularly required to sit; use hands to handle or feel; reach with hands and arms; use repetitive hand motion and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distant vision, depth perception, and the ability to adjust focus.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work environment:

The employee typically works in an office environment and uses computer, telephone, and other office equipment as needed to perform duties. The noise level in the work environment is typical of that of an office setting. The employee may encounter frequent interruptions throughout the workday.

The work environment characteristics described above are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee signature

_____/_____/_____
Date

Supervisor signature

_____/_____/_____
Date