



Second Harvest Northern Lakes Food Bank Job Description

Job Title: Marketing and Special Events Coordinator

Job Summary: The Marketing and Special Events Coordinator is responsible for the implementation of the Food Bank's special events, public relations and marketing plan. Primary responsibility also includes building awareness of *Second Harvest Northern Lakes Food Bank*, its mission, programs and achievements.

Reports to: Executive Director

Classification: Non-Exempt

Essential Functions:

1. Have working knowledge of all current Feeding America Manuals and information contained on "Hunger Net" as it relates to the Marketing and Special Events Coordinator position.
2. Cultivate positive relations with agencies, program participants, Food Bank staff, volunteers, donors and other constituents.
3. Develop, monitor, evaluate and implement the Food Bank's annual marketing plan.
4. Coordinate the Food Bank's printed materials including (but not limited to) the quarterly public newsletter, nutrition education materials, the monthly agency newsletter, fliers, and brochures by assisting in the development and edit of content, design, layout, and work with printers and their prepress departments.
5. Ensure Food Bank materials created are consistent, informative and accurately convey the philosophy and mission of the *Second Harvest Northern Lakes Food Bank* and all of its programs as well as adhere to Feeding America contract requirements.
6. Write press releases and communication materials to ensure positive relations with regional media and/or other constituents.
7. Nurture regional media relations and other pertinent communication partners.
8. Manage and regularly update regional media and communication lists/database.
9. Manage the Food Bank's electronic communications including (but not limited to) regularly updating the Food Bank's website creating and editing its content; updating and posting information on Social Media (Facebook, Twitter, Instagram, etc.); creating content and sending email communication via Constant Contact to targeted marketing audiences.

10. Gather photos and anecdotal information for the Food Bank's communication materials adhering to established privacy policies.
11. Develop audio, video, print, or other materials for public presentations.
12. Monitor inventory of, and order, Second Harvest Northern Lakes Food Bank stationary, business cards, volunteer gifts, staff apparel, thank you cards, etc. and maintain positive relationships with product vendors.
13. Assist in the coordination and host of Food Bank tours.
14. Assist in representing the Food Bank at regional meetings, events, and activities.
15. Coordinate the Food Bank's internal and external special events.
16. Assist staff and board committees with the recruitment and coordination of special event and program sponsors.
17. Develop marketing and outreach efforts to maximize Food Bank presence with various target audiences.
18. Cultivate positive internal communication environment and promote effective communication to ensure staff are informed about external Food Bank initiatives.
19. Other duties as assigned by the Executive Director.

Qualifications Required:

- Bachelor's Degree in marketing, communication, public relations, journalism or related field or equivalent combination of education and experience
- Knowledge of non-profit programming; interest in hunger issue or related social services
- Strong communication, interpersonal and persuasion skills
- Strong organization skills and an attention to detail
- Ability to manage multiple priorities and deadlines
- Ability to work independently, exercising initiative and sound judgment
- Ability to work as a team with various staff members
- Computer proficiency including experience with Microsoft applications (Word, Publisher and Power Point); Adobe Creative Suites, InDesign, Illustrator, Photoshop, and Constant Contact
- Possess and maintain a valid driver's license and reliable transportation (position requires regional travel)

Qualifications Preferred:

- Knowledge of, or experience in, the marketing, public relations and/or media industry
- Connection to NE Minnesota and NW Wisconsin business/media/marketing community